



# JASNEET KAUR

## STUDENT

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## EDUCATION

FLORENCE PUBLIC SCHOOL  
2018 - 2021

MOUNT CARMEL PRE-UNIVERSITY  
2021 - 2023

BBA - BRANDING & ADVERTISING  
MOUNT CARMEL COLLEGE  
2023 - 2026

## SKILLS

- Digital Marketing
- Branding
- Event management
- Microsoft excel
- Microsoft word
- Google document / sheet
- Microsoft powerpoint
- Canva
- Basic Power BI

## LANGUAGES

- ENGLISH
- HINDI
- PUNJABI

## ABOUT ME

I am a motivated and driven BBA student deeply passionate about unraveling the complexities of modern business. Currently pursuing a Bachelor of Business Administration degree in branding & advertising, I am enthusiastic about expanding my knowledge and embracing new challenges. Thriving in collaborative environments, I am eager to leverage my academic foundation in business administration to make meaningful contributions to a dynamic organisation.

## EXPERIENCE

### Social Media Intern

NEELACHAKRA COMMUNICATION

Managed client social media accounts and contributed to content creation, campaign ideation, strategy development, and pitch presentations.

### Marketing head of Bare wicked banter - unhinged

BWB - UNHINGED (PODCAST)

Managed social media for a podcast, executing marketing strategies and analyzing audience metrics. Created and edited content to boost engagement and enhance digital marketing skills.

### Community Management

ITCH SUMMIT - MILES SOBA

Excelled in designing static and dynamic content, developing targeted strategies, and refining audience-centric digital marketing skills.

### Core Team

GUTHLI AD FEST - MILES SOBA

Part of the core organizing team for Guthli, responsible for event logistics, coordination, and overall conceptualization. Played a key role in planning and execution, serving as one of the main creative and strategic minds behind the event.

### Volunteer

PET FED BENGALURU

I volunteer at Pet Fed Bengaluru every alternate month, helping make sure the event runs smoothly and successfully. It's been an amazing opportunity to gain hands-on experience, meet new people, and learn the ins and outs of event management.