

# LETTER OF RECOMMENDATION

## To Whom It May Concern

Ms. Kajal Gupta has worked in Labdox as a Digital Marketing intern, starting from 7th October 2020 to 8th January 2021 under my supervision. During the course of this internship, Kajal has proved her competence in Digital & Social Marketing Activities, like building brand awareness, increasing the traffic, and engaging the inbound audience, and has been impeccably helpful in the growth of Labdox and it's food tech brand Sattv.

Kajal is a self-motivating quick learner and has driven her tasks to perfection. During the period, she was a great asset as she would bring not only the creative newness to the engagements but also the business mindset to cultivate brand awareness and loyalty amongst the intended audience.

The tasks carried out by her during the course of this internship are:

- Designing of Content Calendar for our Social Channels.
- Brand awareness through scheduled posts
- Analysis of content and it's ROI
- Content Marketing
- Creating ad assets by using designing software and tools
- Strategizing and executing plans for brand building, sales, and audience engagement on various social media channels
- Competition Analysis and Market Research



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During the tenure of the internship, Kajal has always overreached to the challenges thrown at her and overcame them with confidence.

Kajal gets my sincere appreciation for all the contributions she has made to the company and I am sure she will prove to be a valuable asset to any organization she gets associated with in the future.

My best wishes for all her future endeavors.

**Cordially**  
**Amit Kothari**

A handwritten signature in blue ink that reads "Amit Kothari".

**Founder, Director**  
**Labdox Private Limited**  
**Date: 15-01-21**



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