

Lakshmi C

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SUMMARY

I recently graduated with an MSc in Strategic Marketing from **Imperial College London**. I have previously worked in **3+ Client focused roles**. I am actively seeking opportunities in the same. **I have the right to work in the UK.**

EDUCATION

MSc in Strategic Marketing, 2:1 | Imperial College London | UK | 2023 – 2024

- Modules: Customer Analytics & Engagement, Strategic Marketing Innovation, Market Decision Making
- Dissertation: Critical Analysis of Emerging Consumer Behavior Trends Shaping the Future of Marketing

Bachelors in Pharmacy + Integrated MBA, Dean's List | NMIMS University | Mumbai | 2018 – 2023

- Modules: Marketing Management, Consumer Behaviour, Brand Management
- Scientific Publications: Review article and Book Chapter in **Springer Nature Journal**

WORK EXPERIENCE

Public Relations & Marketing Account Executive | Defacto Communications | Sept 2024 – Present | London, UK

- **Maintained relationships** with 4+ **customer accounts**, produced **media lists**, **infographics**, tracking, **analysing coverage**, producing contact reports, drafting **press releases** and **managing projects on Asana**
- Increased media-reach for a top customer by **80% in Q3** by **driving customer success**
- **Managed CPHI Milan event**, secured Wiley and Endpoints interviews for clients, driving **300M views**

Global Supply Chain Intern | AstraZeneca | June 2024 – Sept 2024 | Macclesfield, UK

- Scaled digital packaging efficiency by **60%** through **strategic vendor selection**
- Initiated **digital transformation project** for **Global Team (60+)** by presenting to the senior leadership
- Led **Power BI dashboard project**, by **collaborating** across the team which **enhanced UX by 30%**

Content Marketing Intern | Cerina Health | March 2024 – June 2024 | London, UK

- Conducted market research and **identified top 5% clients**, **pitched** ideas to **EFPSA and iWeigh (Jamila Jamil)**
- **Increased site traffic by 120%** through **strategic content planning** and **SEO analysis using SEMRUSH**

Marketing Intern | Local Meal | Sept 2023 – March 2024 | London, UK

- Executed **competitor analysis** and pioneered **content strategies**, elevating Instagram engagement by **70%**
- Produced content videos and **secured partnerships**, growing followers to **5K in under 3 weeks**

Corporate Affairs Intern | AstraZeneca | June 2022 – Oct 2022 | Bangalore, India

- Implemented media research, developed **storyboards**, and **strategised campaigns**, achieving **10% growth**
- Built new social media campaigns by launching **employee testimonials on X** achieving **4.3K impressions**
- **Led Canva skills initiative** for marginalised youth, increasing online conversations by **30%**

EXTRACURRICULAR ACTIVITIES

- **Winner of AstraZeneca Project iDEA 2021** - Designed a multichannel campaign for diabetes awareness
- **Content Creator**- Launched brownskinstories, **gained 1k followers in a week**, and secured brand collaborations (Ponds, KeepCool, YesStyle)

LANGUAGES, SKILLS AND CERTIFICATES

- **Languages:** English (native), Hindi (native), Malayalam (native), Mandarin (basic)
- **Skills:** Microsoft 365 (Excel, Powerpoint), SAS, R, Figma, Canva, Adobe Suite, Google Analytics, SEO