



## About Me

I am a professional with experience in domains of Omni-Channel Marketing, Business Development, Brand Management, Sponsorship, Fan-Experience, and Talent Management. I thrive in team environments. I have a strong affinity towards revenue generating activities, and always strive to add my best value to my organisation.

## Contact Details

- +33 07 51 22 04 55
- laksh.kapila@kedgebs.com
- [LinkedIn Profile](#)
- 13009, Marseille - France\*
- International Driving Permit

## Technical Skills

- Microsoft Office Pack
- Hootsuite
- Agora Pulse
- Adobe Photoshop
- Adobe Rush

## Languages

- English - IELTS 7.5 Band
- French - A2 (FLE Alliance Francais)
- Hindi - Mother Tongue
- Marathi - Fluent

# Laksh Kapila

## WORK EXPERIENCE

### Member: Public Servicing Team

Open 13 Provence - ATP 250 (Manager: Dr. Lionel Maltese) February 2023

### Marketing & Operations Intern

Sporiko Sports Academy LLP (Mumbai) May 2022 - August 2022

- Digital Communication planning ; Social Media Planning; Content Creation on field and Copywriting for Website.
- Responsible for obtaining Sponsorships and Partnerships (Decathlon and other local kit suppliers).
- Business Development for Football Academy.
- Event Operations for: Football Tournaments and Offsite Camps.

### Social Media Manager and Account Executive

Salmon and Co. LLP (Mumbai) September 2019 - May 2021

- Maintaining relations with the clients and responsible for deliverables.
- Social Media Management (Community Management, Posting, Reporting, Planning) for 8 clients across 24 social media accounts.
- Running objective based paid ad campaigns.

### Assistant Production Manager

Gasket Industries Bombay (Mumbai) September 2018 - August 2019

- Management of raw material and labor management.
- Supervising manufacturing unit and Vendor Communication.
- B2B Marketing on two platforms: "TradeIndia & IndiaMART"

### Shopper Marketing Intern

Geometry Global - Encompass (WPP Company) April 2017 - June 2017

- Shopper experience research for various clients (offline) for Vodafone ; DIAGEO; Unilever; Royal Enfield; Ford; Mondelez.
- Retail Experience assessment and reporting.
- Provide recommendations and ensure execution in the market.

### Client Strategy Intern

DDB Mudra Group (Omnichannel Marketing) May 2016

## EDUCATION

### MSc. in International Sports and Event Management

KEDGE Business School September 2021 - May 2023

Rank #4 - Eduniversal Ranking)

Brand Management, Sponsorship Activations, Facility Management, Communication, Sport Marketing, Talent Management, Fan Experience.

### Bachelors in Management Studies (Major - Marketing)

University of Mumbai, India July 2015 - August 2018

\*Relocation and travel mobility: Yes

\*\*References available on request