


The PORTFOLIO



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 New Delhi, Delhi

Skills

Storyteller

I am a creative and detail-oriented person with a passion for creating visually compelling designs and content in varied forms. I bring ideas to life with a modern aesthetic and vision while having a clear strategy in place.

Writing
Photoshop
Digital
Marketing
SEO
Procreate
SMM



about me.



My creative journey

Starting with a degree in English Honours, I built a strong foundation in storytelling, communication, and content creation. My love for expression soon led me into content writing, where I learned how to craft narratives that connect with people.

Curiosity for aesthetics and spatial design drew me next to pursue a Diploma in Interior Styling alongside my bachelor's, where I gained hands-on experience creating spaces that reflect personality and emotion. This phase deepened my understanding of visual storytelling beyond words into form, texture, and ambiance.

Combining creativity with strategy, I later stepped into the digital world as a Social Media Manager for a fitness coach, curating content that educates, motivates, and converts. Alongside, I honed my sales closing skills, learning the art of persuasion and authentic communication.

I currently work (freelance) with The Quince Life as a Social Media Manager and Video Editor, where I handle content planning, visual storytelling, and short-form video editing to build a consistent brand presence across digital platforms. Each step from words to visuals to human connection has shaped me into a creative who blends storytelling, aesthetics, and strategy to inspire and engage.



RESUME

(the tea)

EDUCATION

BA (HONOURS) ENGLISH

CVS, DU South Campus | 2021-2024

DIPLOMA IN INTERIOR STYLING

Academy of Applied Arts | 2024-2025

CERTIFICATIONS AND ACHIEVEMENTS

- India Design Delhi Volunteer 2025
- SGNDKC, DU- Debate competition 2024- 2nd position
- Academic Achievement award 2024- 1st Position
- Academic Achievement award 2023- 2nd Position
- Aarohan NGO Teaching Volunteer May 2019- June 2019
- Ladli foundation (non-profit) - Volunteering Jan 2019

FREELANCE

SOCIAL MEDIA MANAGER & VIDEO EDITOR

The Quince life | December 2025 - present

- Established strong **visual cohesion** across the feed by defining and maintaining a consistent **color palette, typography, and layout** style aligned with The Quince Life's brand identity.
- Built and strengthened brand identity through intentional **content direction**, ensuring all **creatives** reflected the brand's **values, tone, and aesthetic**.
- Designed high-performing, scroll-stopping **ad creatives** (static and carousel) optimized for **clarity, storytelling, and conversions**.

SOCIAL MEDIA MANAGER & CRM

Coached by Shweta {Coaching business} | July - Oct 2025

- Developed and executed social media strategies to grow the **brand presence** and **engagement** organically. earlier subsidized by **running ads**.
- **Created and curated** visually cohesive **content**
- Collaborated closely with the coach to **integrate marketing** and **paid campaign** efforts, driving higher **conversion** and **client retention**.

SOCIAL MEDIA MANAGER & CLOSER

Fit with Nikita {Coaching business} | Nov 2025- present

- Developed and managed **content strategies** to build a strong and consistent **social media presence**.
- Created, edited, and optimized **short-form video** content aligned with **brand aesthetics** and **audience behavior**.
- Supported **sales-driven campaigns** for a coaching business by aligning content with offers, contributing to **lead generation, conversions, and long-term client retention**.

INTERIOR STYLING&MARKETING INTERN

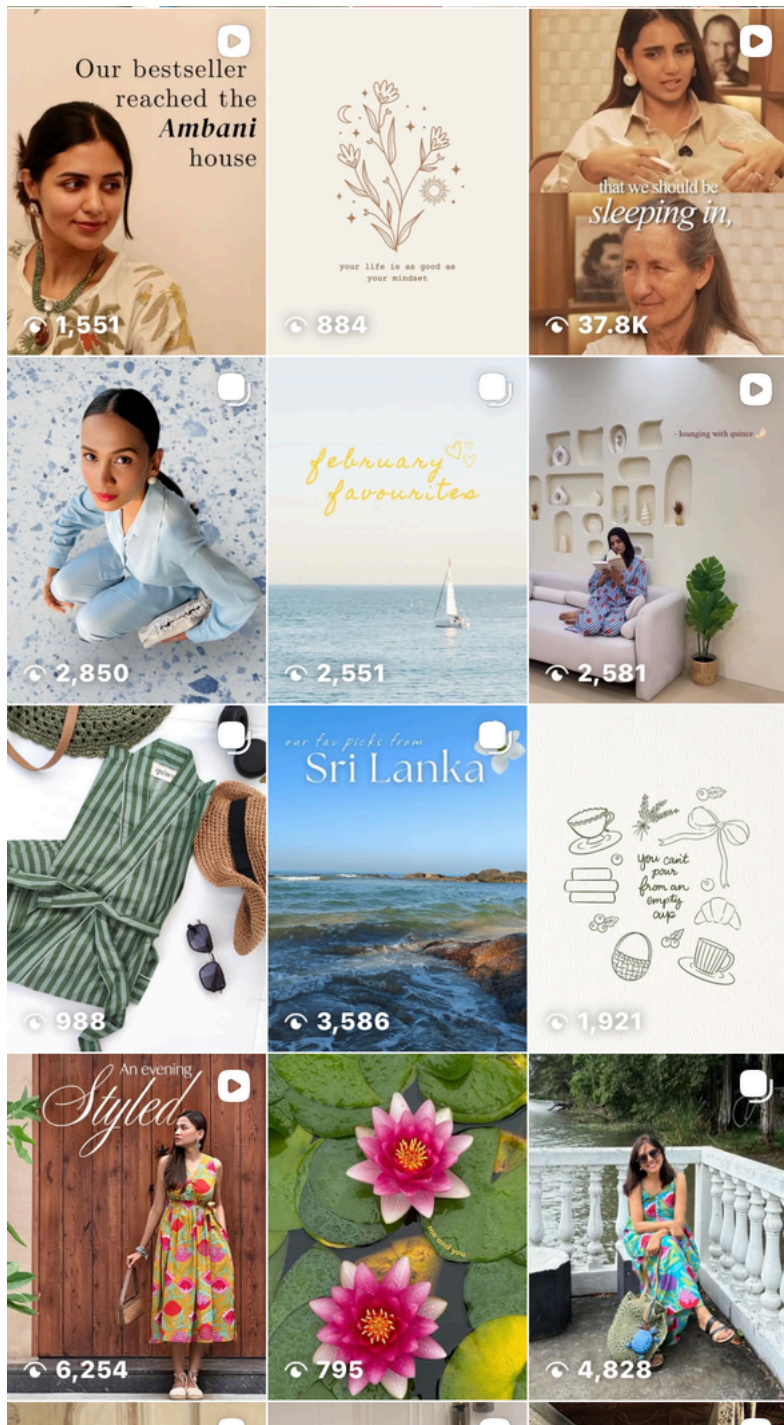
MOFA studios | March-May 2025

- Assisted in **interior styling** projects, focusing on **spatial composition, color coordination, and visual balance**.
- Created **mood boards, styling concepts, and presentation** layouts to communicate design direction effectively.
- **Shooting** and preparing materials for the studio's page, preparing **marketing materials** and campaigns for design awards

CONTENT WRITING AND SEO

Shiksha.com | Freelance

- **SEO** guest posts and **URP author**
- Authored long form articles **2k+ words** for their website.



The Quince Life

1,914 posts

35.8K followers

3,022 following

Clothing (brand)

Sustainable fashion for leisure & beyond 🌸
 100% Cotton | Zero Waste Champions | Tote Bags |
 Upcycled accessories
 (DM for bulk orders & Global Shipping)

www.thequincelife.com/col... and 4 more

QuinceTribe 38 members

COLORS

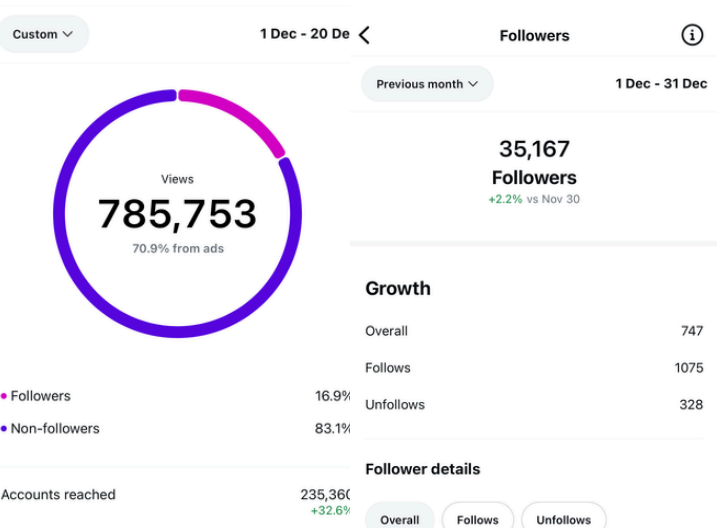


THEMES

SLOW FASHION/ SUSTAINABLE
 CLOTHING / COMFORT-LED
 DESIGN / INTENTIONAL /
 LIFESTYLE

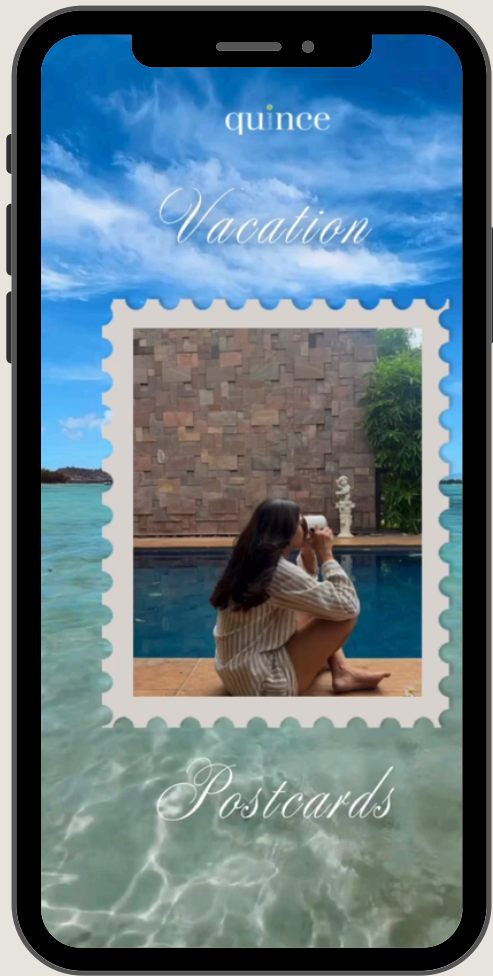
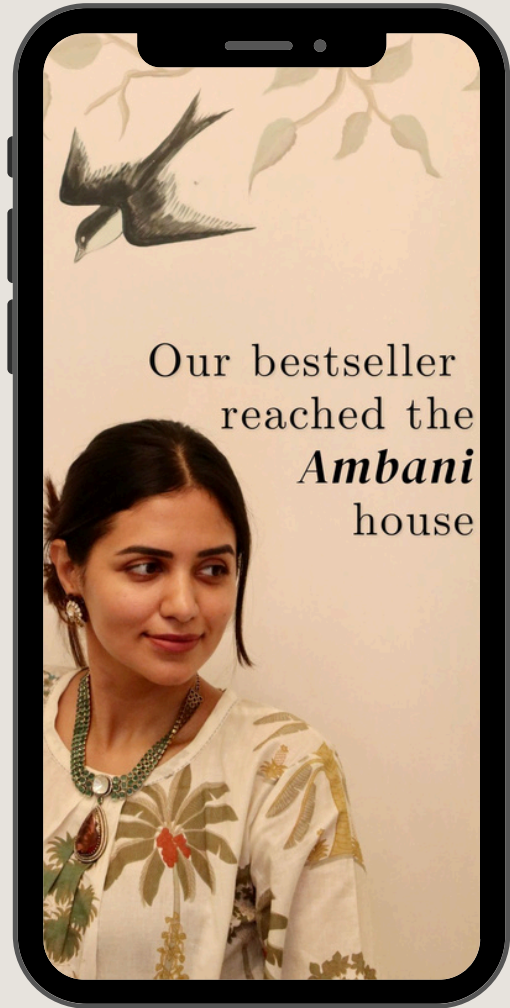
STRATEGY

Positioned the brand away from trend-led fast fashion by using storytelling-driven content that highlighted fabric, fit, and everyday wearability. Fashion posts were intentionally spaced with softer lifestyle visuals like coffee moments, quiet reflections, and minimal text to reinforce the brand's philosophy of soft living and everyday wearability. Developed ad creatives that mirrored the organic feed aesthetic, ensuring continuity between paid and unpaid content.



Video Editing- Reels

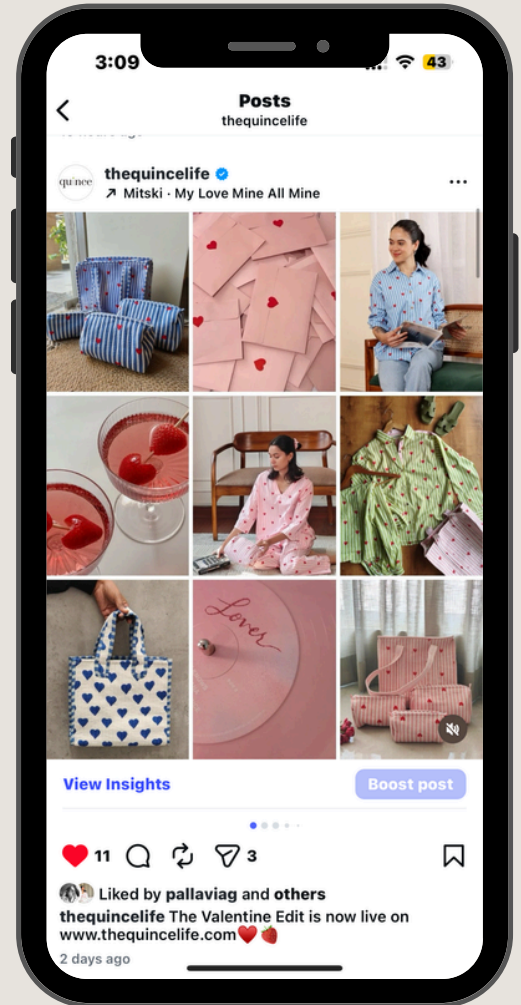
Click images to View Reel



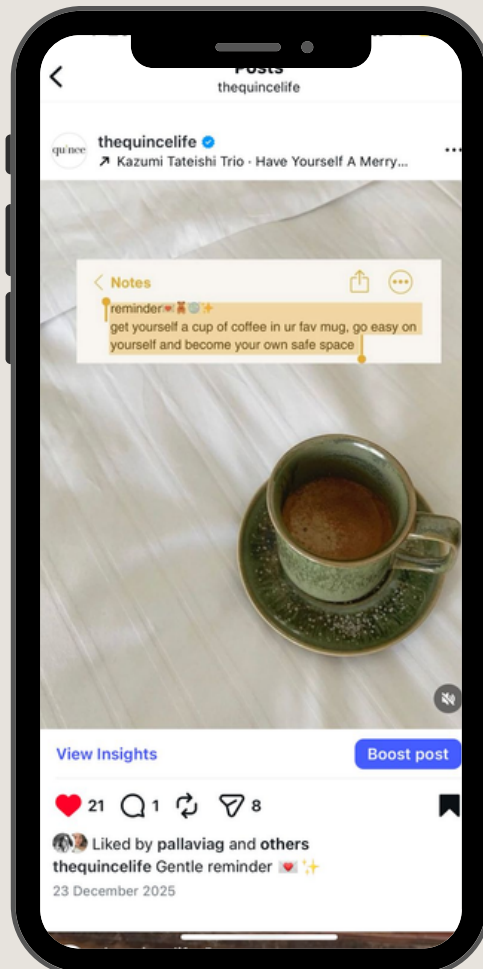
AD CREATIVES



Product Showcases

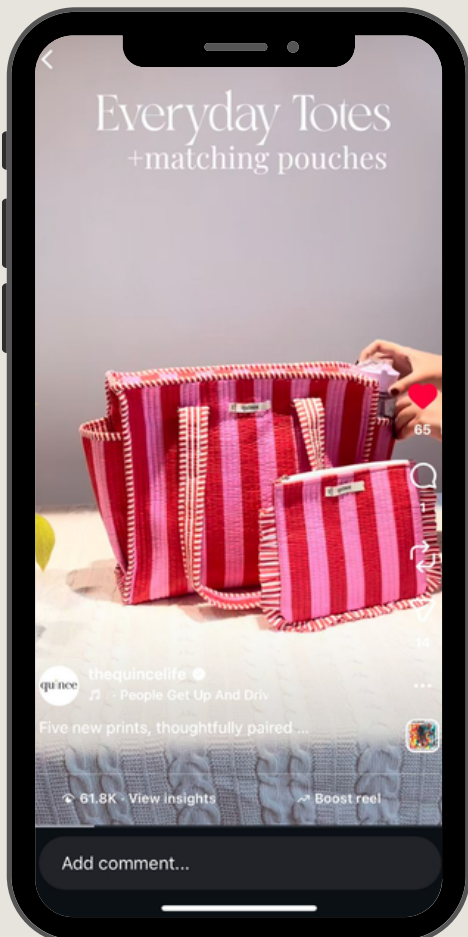
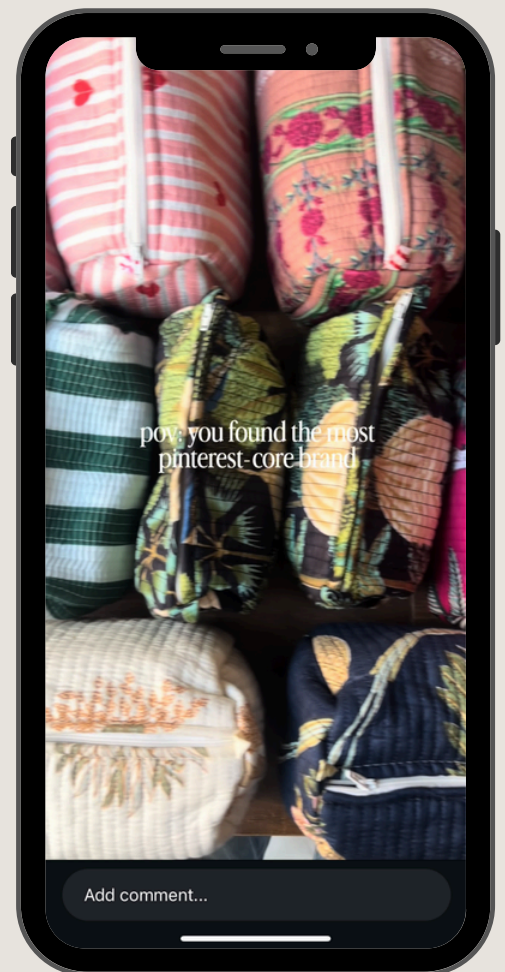


Static shareable posts





Reels Shot and Edited



Click on the images to view the reels!

Brand kit for a new startup

FIT WITH NIKITA



PRECISION NUTRITION LEVEL 1 CERTIFIED NUTRITION COACH

SECONDARY LOGO



ALTERNATIVE LOGO



SUBMARK LOGO



COLOUR PALETTE

#FFD03D

#D1A42A

#FFF4E0

#F7D8CB

#EADFCB

#7B7569

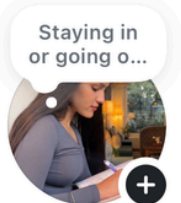
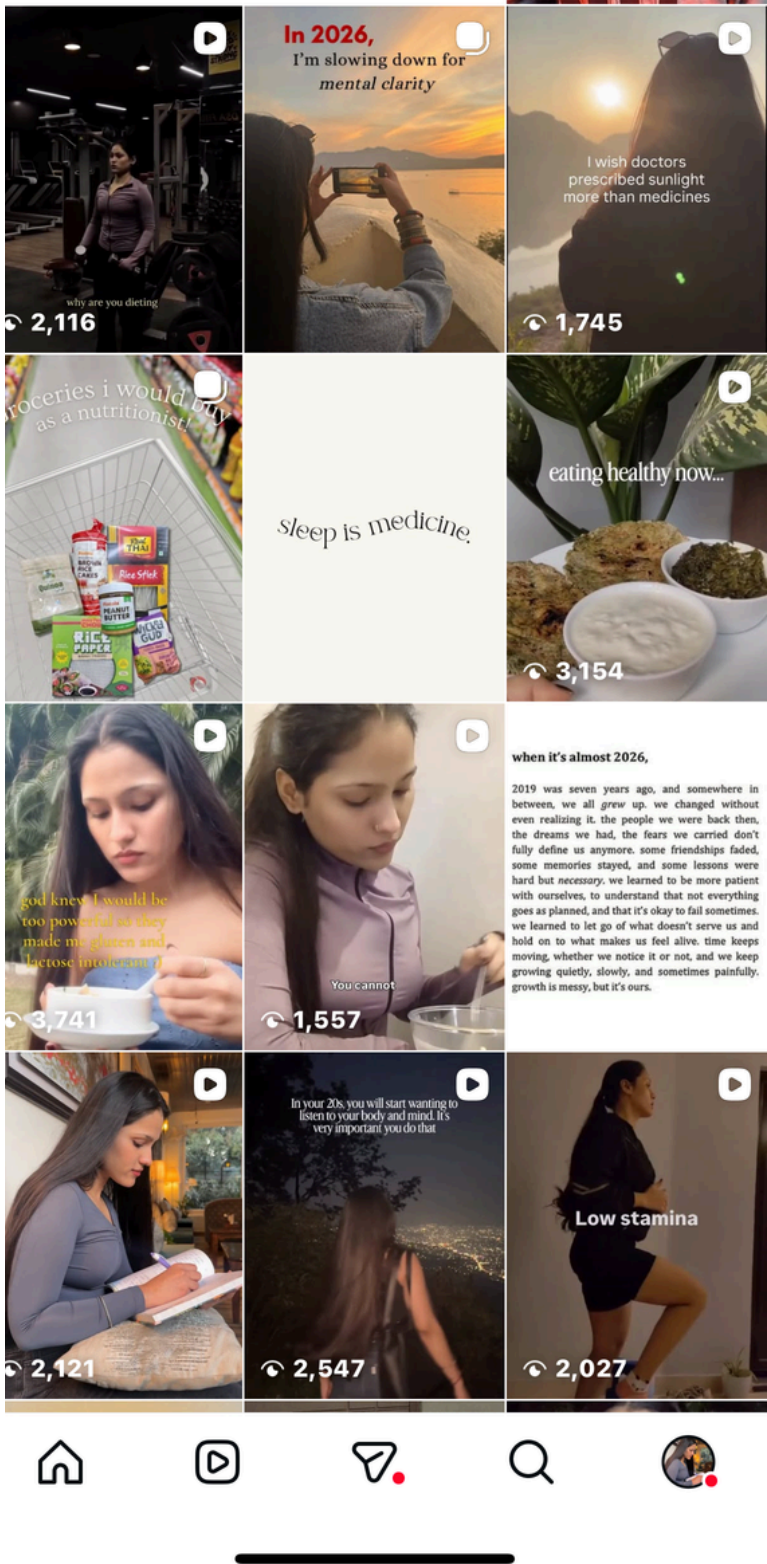
BRAND FONTS

MOONLIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

BIRYANI REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789



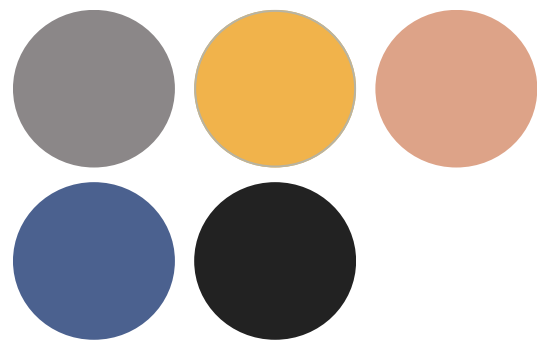
23 posts **125** followers **81** following

If i can do it, you can do it too 🌻 Nutrition, Fitness and Mindset | 1:1 personal diet support ❤️

Professional dashboard
11.2K views in the last 30 days.

[Edit profile](#) [Share profile](#)

COLORS



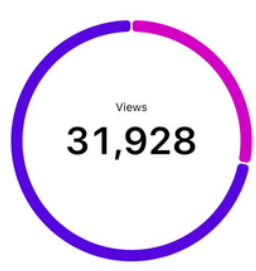
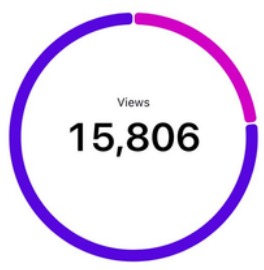
THEMES

NUTRITION / WELLNESS / 1:1
ADVICE / WOMEN'S HEALTH /
MOTIVATION / LIFESTYLE

STRATEGY

presence is designed to build credibility through consistency, education, and authenticity. By focusing on practical nutrition, women's health, and mindset, the brand positions itself as a long-term wellness companion. The approachable tone and natural visuals foster community trust, creating a strong base for a future coaching business focused on sustainable results and client retention.

Previous month ▾ **1 Nov - 30 Nov** Last 30 days ▾ **18 Nov - 17 Dec**



Followers	22.6%	Followers	27.9%
Non-followers	77.4%	Non-followers	72.1%

Accounts reached	5,407 +540,600%	Accounts reached	8,210 +1,513.0%
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POSTS = to engage and inform



Add comment...



View Insights

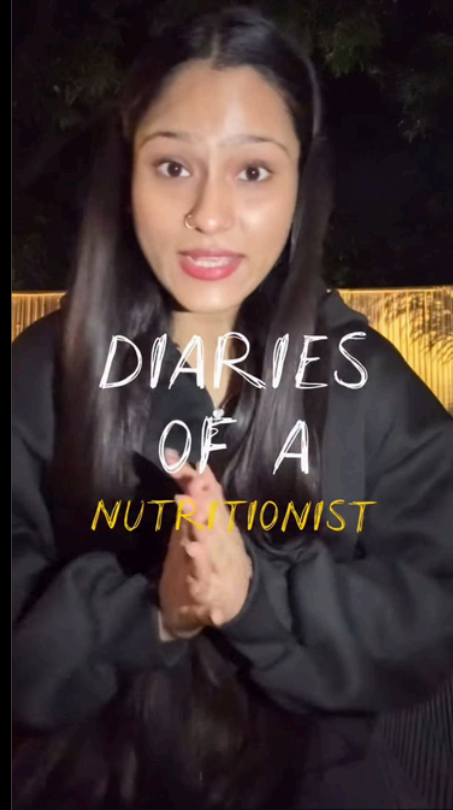
Boost post

37 9 6 3

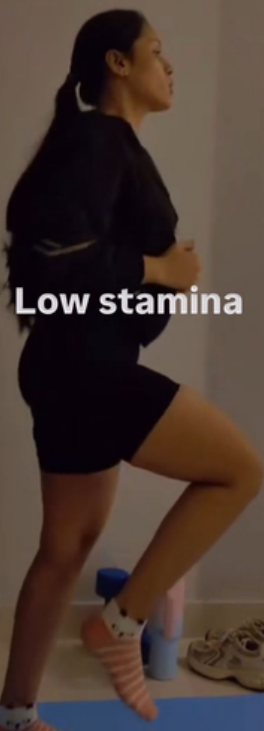
Liked by [_kaim_22_](#) and others

[_fitwithnikita](#) These are a few grocery picks I trust and use in my own kitchen!

6 days ago



Add comment...



Add comment...

For one, walk every day

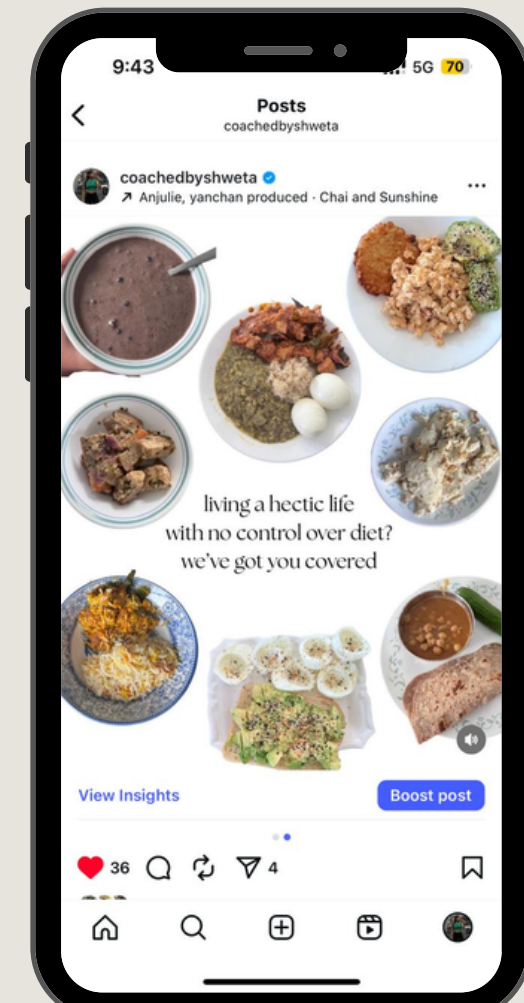
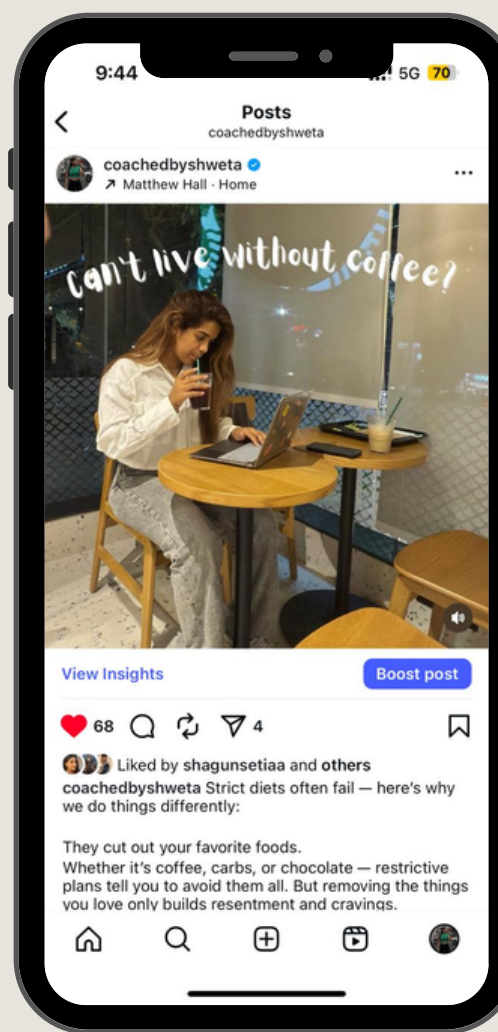
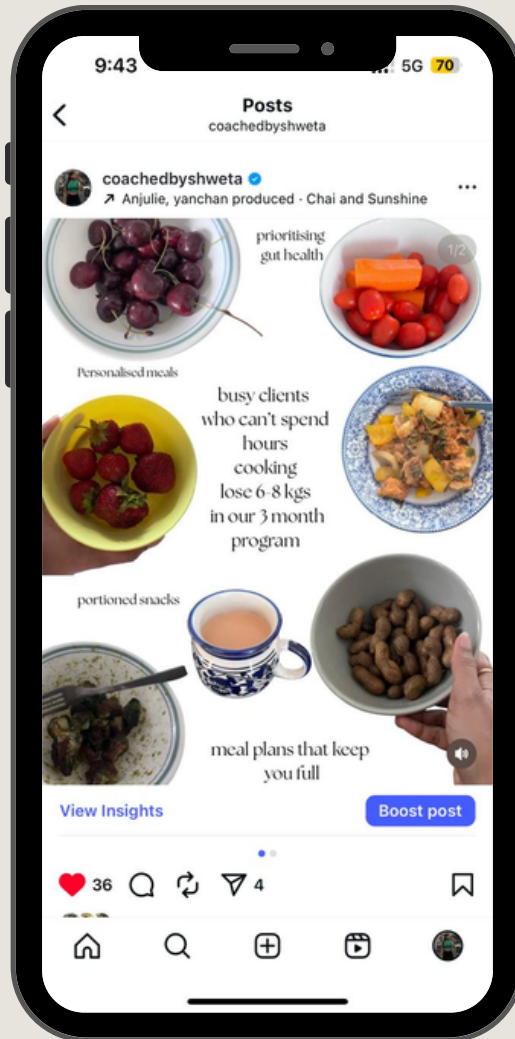


Add comment...

DIARIES OF A NUTRITIONIST

Add comment...

POSTS- to engage and inform



Skills and services

1



Short form video editing

Editing reels for Instagram with attention to pacing, trends, and brand aesthetics.

2



Content strategy

Developing content strategies aligned with brand identity to drive engagement and consistency

3



Ad Creatives

Designing high-performing ad creatives aligned with brand identity and campaign goals.