

The **PORTFOLIO**

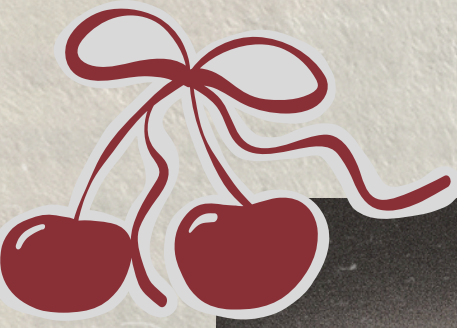
making you
Gen Z
ready.

✉ contentkayachawla@gmail.com

☎ 8826409323

📍 New Delhi, Delhi





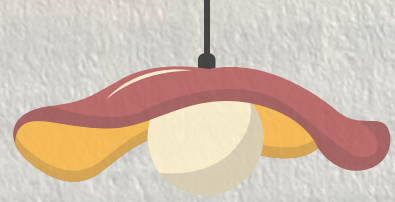
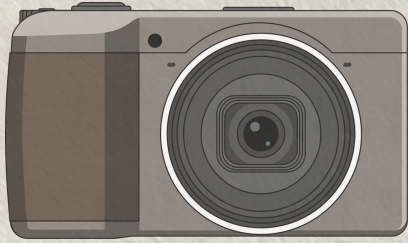
Skills

Short-form Content

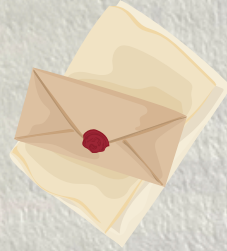
We believe great storytelling starts with understanding people, because the strongest creative work is built on strategy, not assumptions. We combine thoughtful design with purposeful storytelling to create visuals that capture attention, communicate clearly, and help brands build meaningful connections with their customers. As we grow, our goal is to create work that is not only beautiful but also intentional, memorable, and effective.

Copywriting
Canva
Photoshop
Video Editing
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.

When I stepped into the digital world as a Social Media Manager for a fitness coach, I was able to curate content that educates, motivates, and converts. Alongside, I honed my sales closing skills, learning the art of persuasion and authentic communication.

Presently having a few clients, we believe the best work comes from genuine alignment. We choose to work with brands whose values, vision, and purpose resonate with ours, allowing us to tell stories with authenticity and intention. Every project begins with understanding the audience, uncovering meaningful insights, and building a clear strategy.



RESUME & CLIENTS

(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

END-TO-END SOCIAL MEDIA MANAGEMENT

Elite Car | July 2026 – present

- Built a consistent **content strategy** by planning and creating reels, carousels, and founder-led content.
- Improved audience engagement through **trend-led content**, **educational posts**, customer stories, and interactive formats that encouraged inquiries and shares.
- Strengthened the brand presence by maintaining a cohesive **visual identity**, optimizing captions and CTAs, and highlighting the dealership expertise to drive leads.

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**.

Coached by Shweta {Coaching business} | June 2026– Present

- 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**.

Fit with Nikita {Coaching business} | Nov 2025– March 2026

- 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**.

MARKETING INTERNSHIP

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.

How we work.

P1

Brand audit

I begin by analyzing the brand's identity, positioning, target audience, messaging, visual consistency, and competitors. Next, I evaluate social media, website, content quality, engagement, customer experience, and overall brand perception. Finally, I present actionable recommendations with a clear strategy to improve branding, content, positioning, and customer connection, ensuring every touchpoint aligns with the brand's goals and resonates effectively with its target audience.

P2

Strategy

I define content pillars, posting schedules, campaign ideas, and engagement tactics aligned with business goals. The strategy focuses on increasing brand awareness, community engagement, audience growth, and conversions through data-driven content and consistent execution.

P3

Weekly content calendar

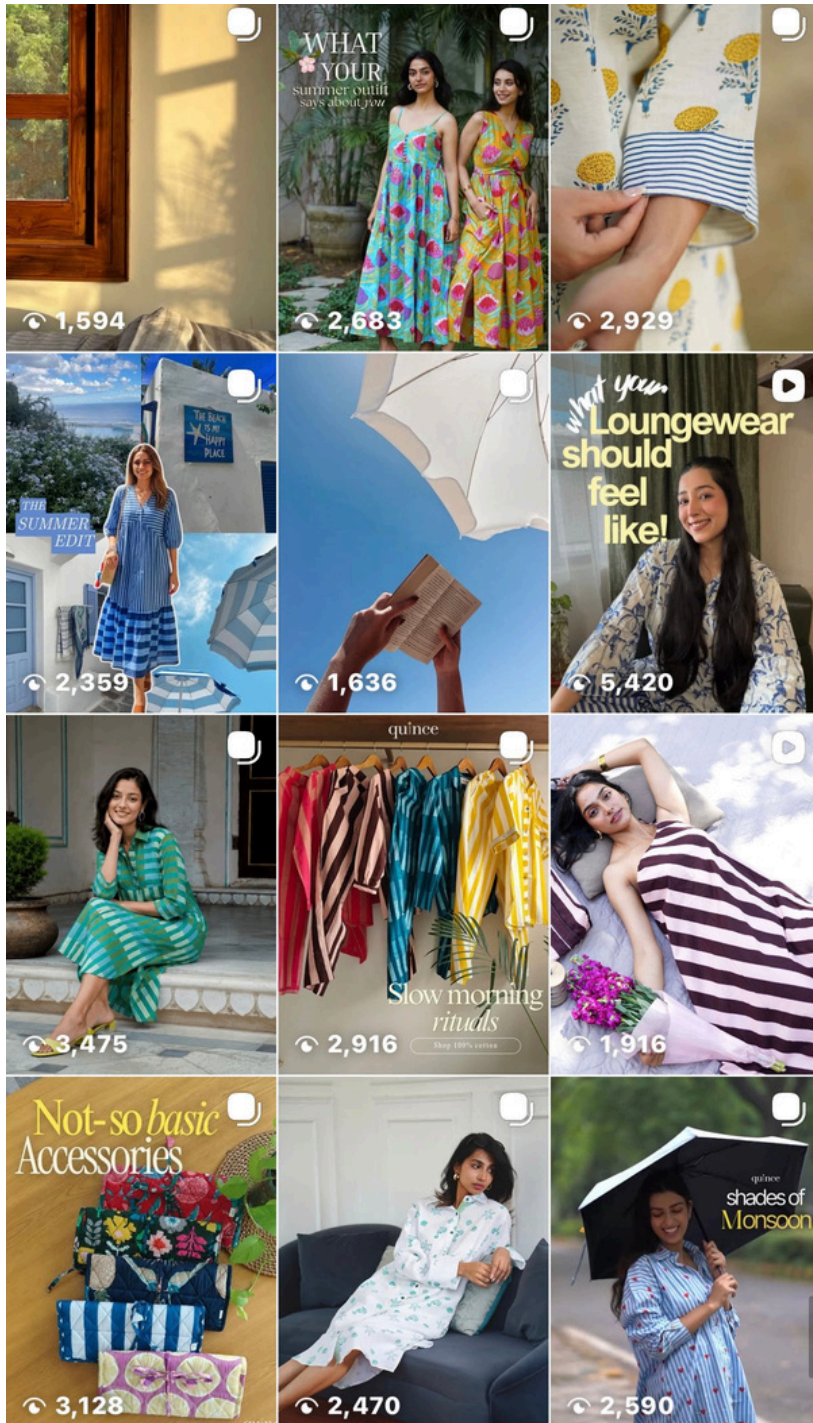
I create weekly content calendars by planning platform-specific posts aligned with business goals, campaigns, and audience interests. Each calendar includes content themes, formats, captions, posting schedules. Maintaining an organized workflow.

P4

Content Approval

I manage the content approval process by reviewing creatives, captions, and campaign messaging with stakeholders before publishing. This ensures brand consistency, accuracy, timely feedback, and alignment with marketing objectives, helping maintain quality and streamline the content publishing workflow.





Unpopular opinion...

quince

+

The Quince Life

2,038 posts

42.3K followers

2,926 following

Clothing (brand)

Sustainable fashion for leisure & beyond 🌸

100% Cotton | Zero Waste Champions | Tote Bags | Upcycled accessories

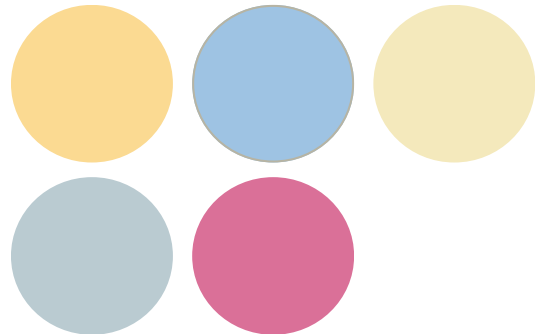
(DM for bulk orders & Global Shipping)

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

🔍 QuinceTribe ❤️

+ Add

COLORS(SUMMER)



THEMES

SLOW FASHION/ SUSTAINBLE
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.



before

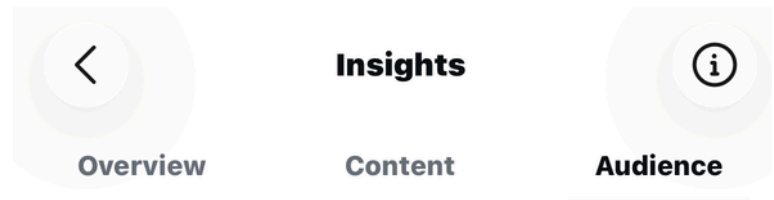


After



STRATEGY

- Created saveable, **shareable** carousel content around styling, **vacations** and **product stories** to turn reach into profile visits and followers.
- Expanded content beyond product selling, positioning Quince around a **lifestyle** and aesthetic through fashion inspiration, storytelling, memes and relatable content.
- Developed Meta and Google **Ads creatives**, adapting brand storytelling into performance-focused visual assets.
- Built **campaign concepts** and content formats across launches, collections, seasonal moments and everyday brand communication.
- Created storytelling-led reels and creatives that communicated Quince's core **USPs**, including 100% cotton, conscious fashion and sustainability.
- Planned and executed **influencer marketing**, identifying relevant creators and building collaborations aligned with the brand's audience and positioning.



Followers

42,328

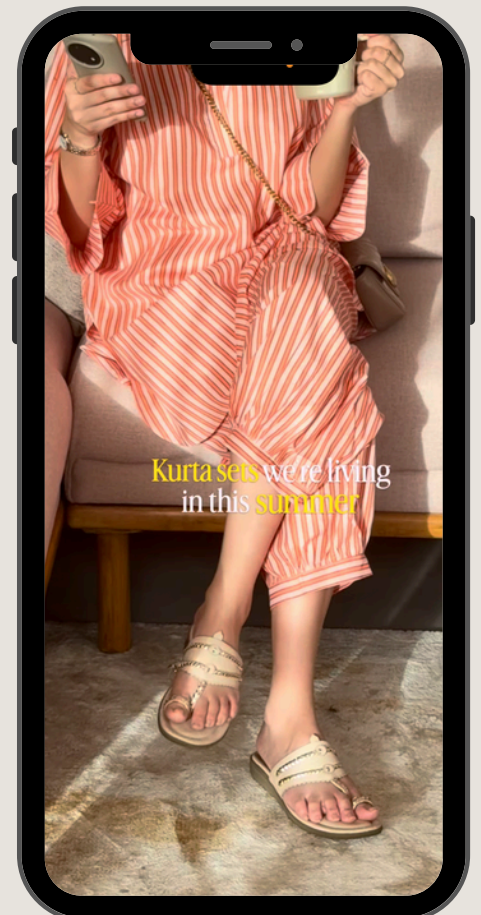
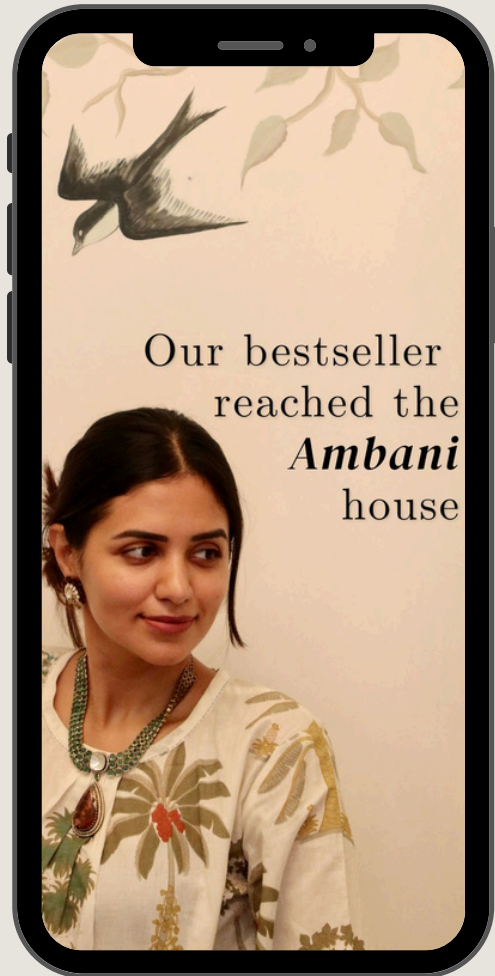
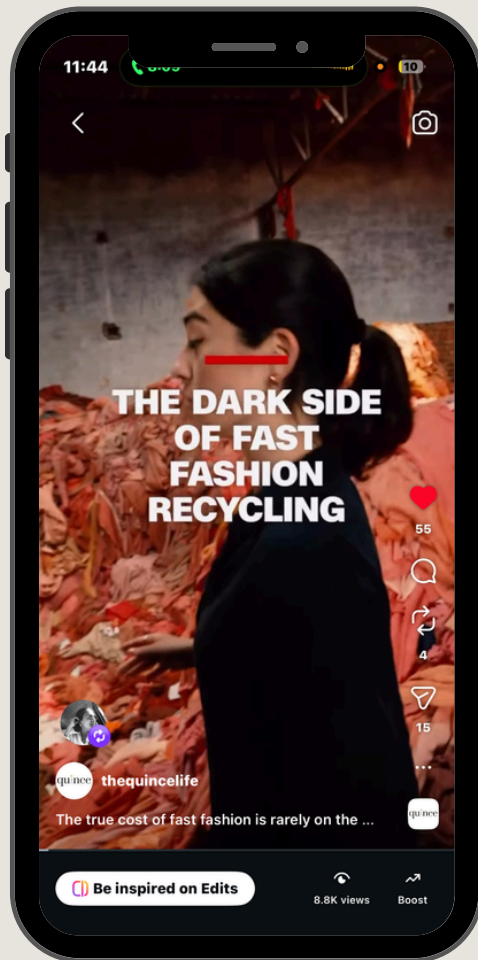
+5.1% since Jun 5

60 days ▾



short form Video Editing

click to view



AD CREATIVES

April



Pyjamas from sheets to streets
Strictly lounging in 100% cotton

quince

February



There's **ghingham** for
every mood...

quince

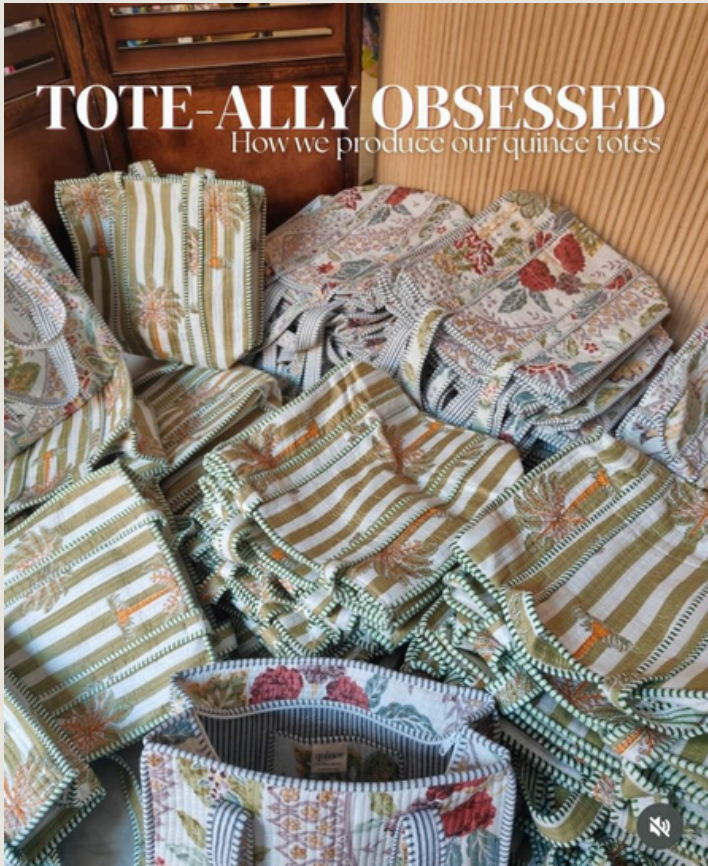
JUNE



found your
Summer
Love?

SHOP NOW

It's not about,
editing,
you gotta vibe with
visuals



Product Showcases

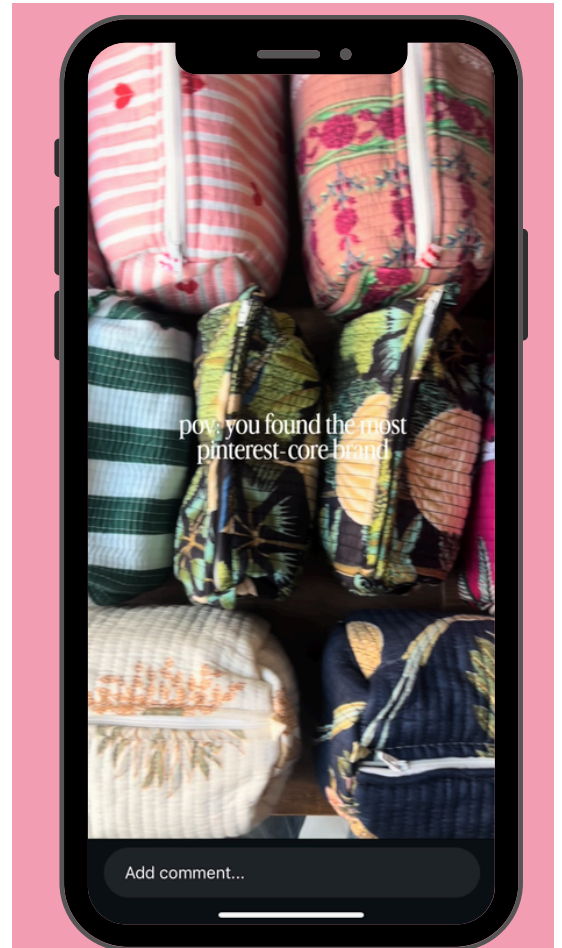


Static shareable posts

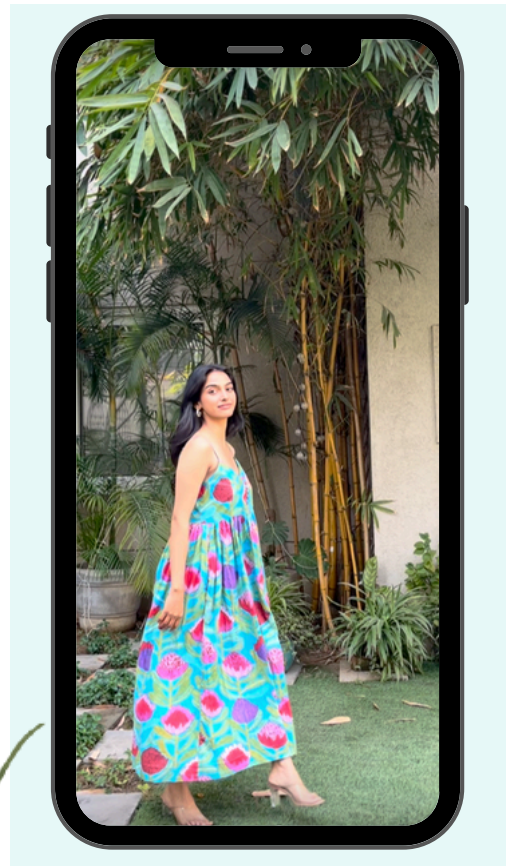
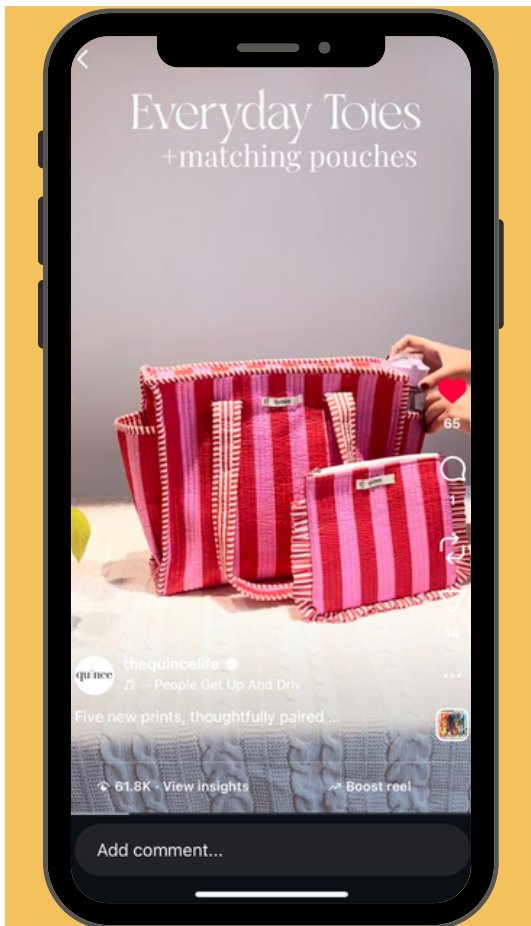


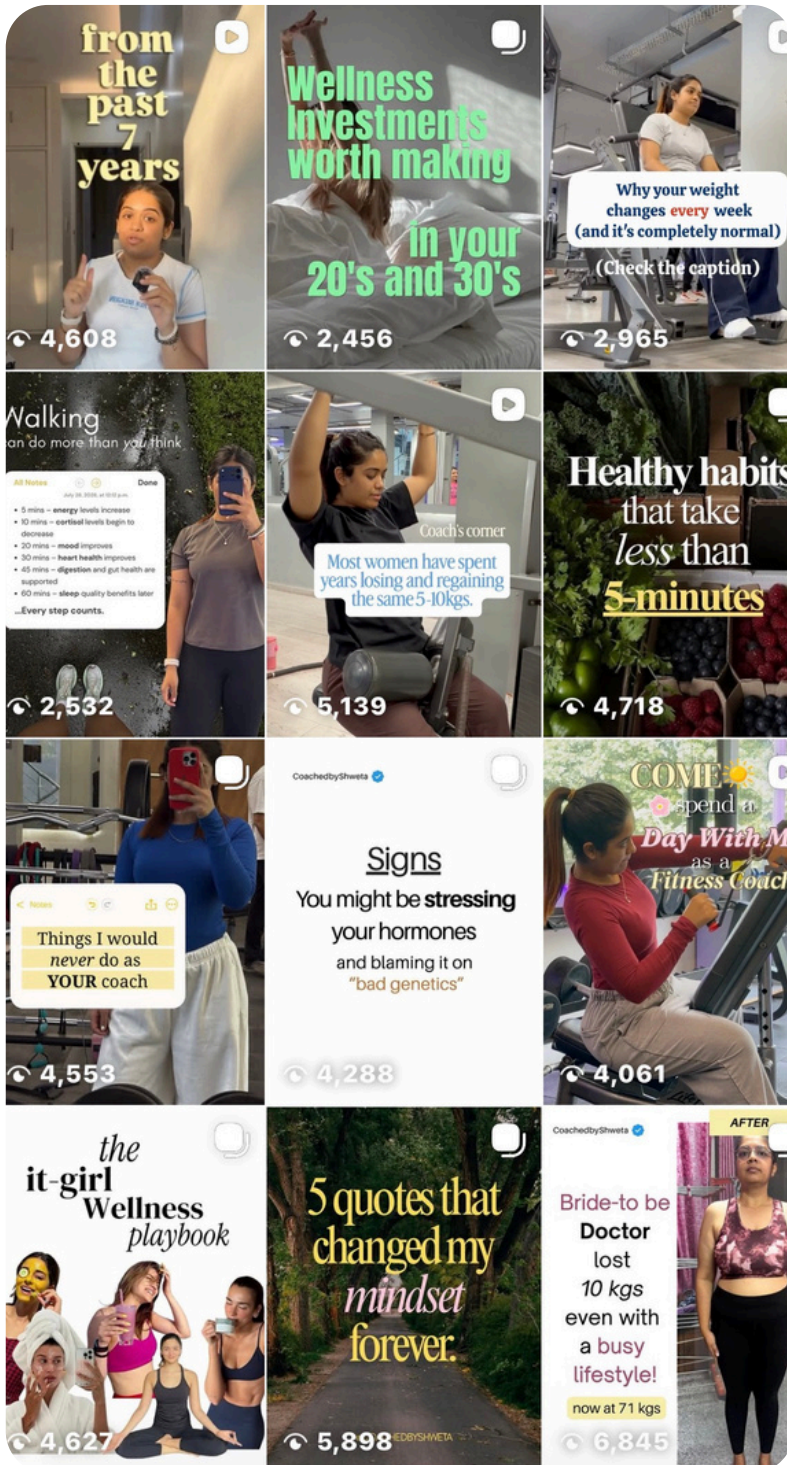


Reels
SHOT
and
EDITED



click to view

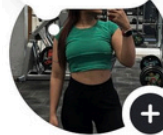




coachedby...  



Obsessed with...



Shweta Setia | Online fitness coach

474
posts

21.4K
followers

390
following

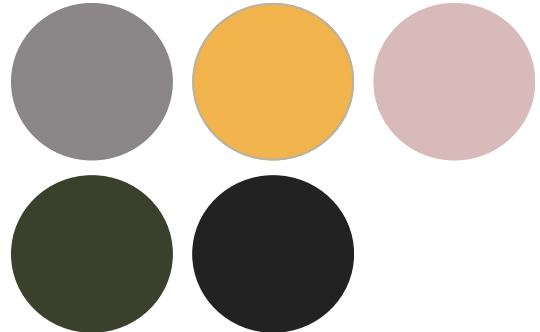
Helping busy professionals lose 5-10 kgs in 90 days
SUSTAINBLY

900+ transformed

Fill the form below to apply 

forms.gle/f2f6bVmm6mJsbgZr5

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.

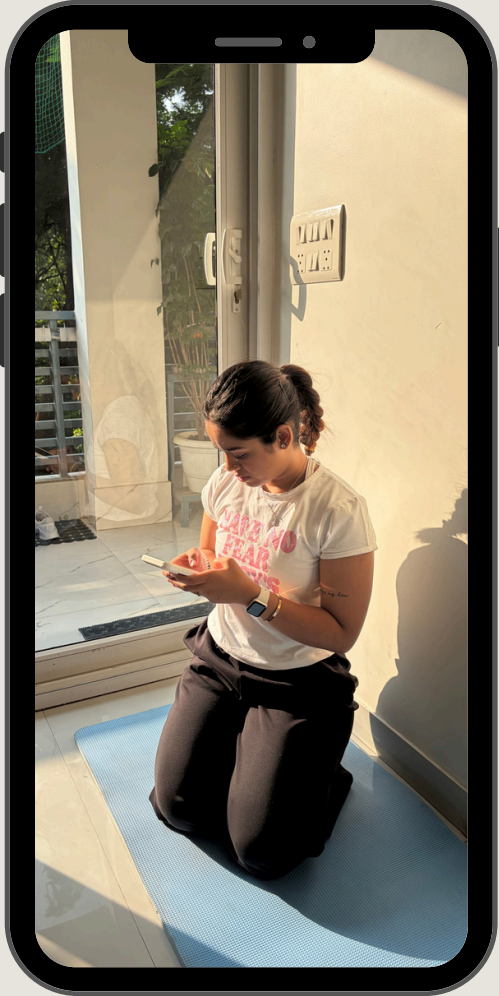
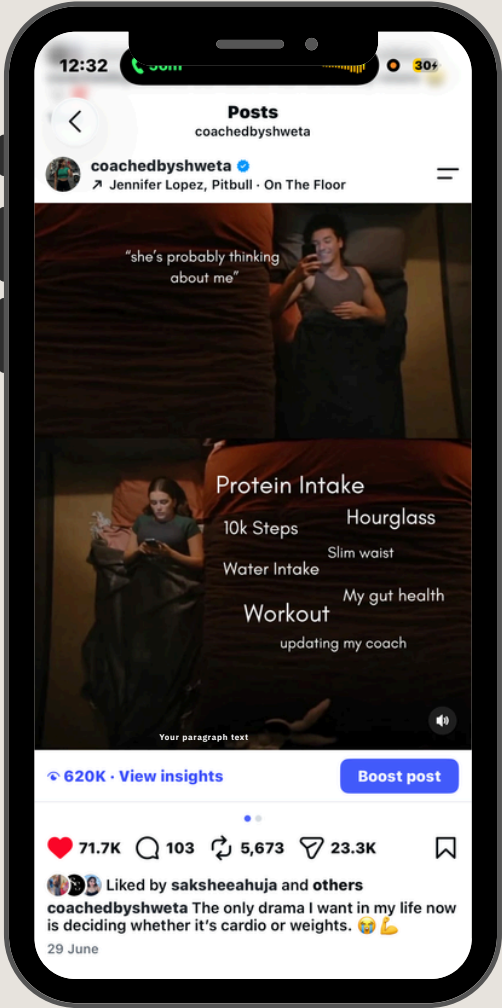
CLIENT GOAL

GENERATE ORGANIC LEADS



Top Performing Posts

70k+ Likes



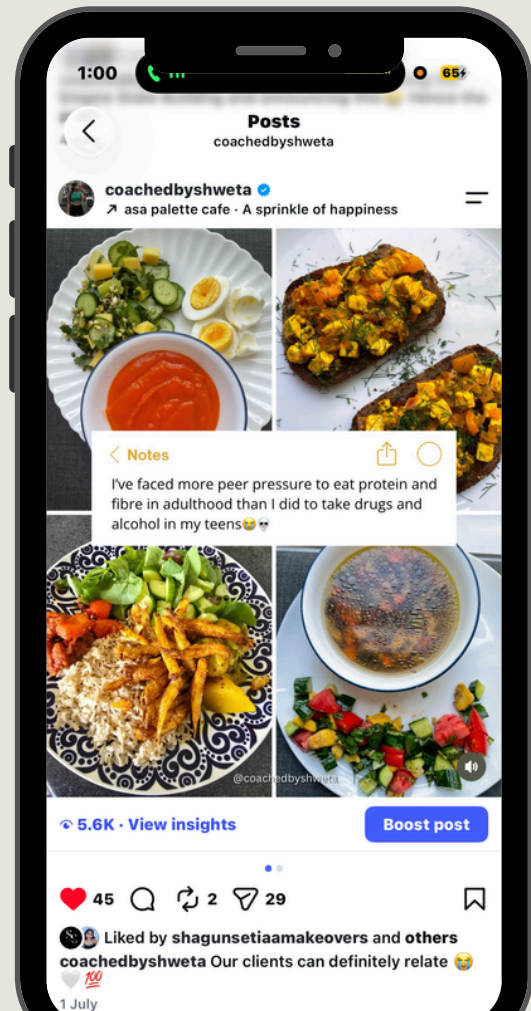
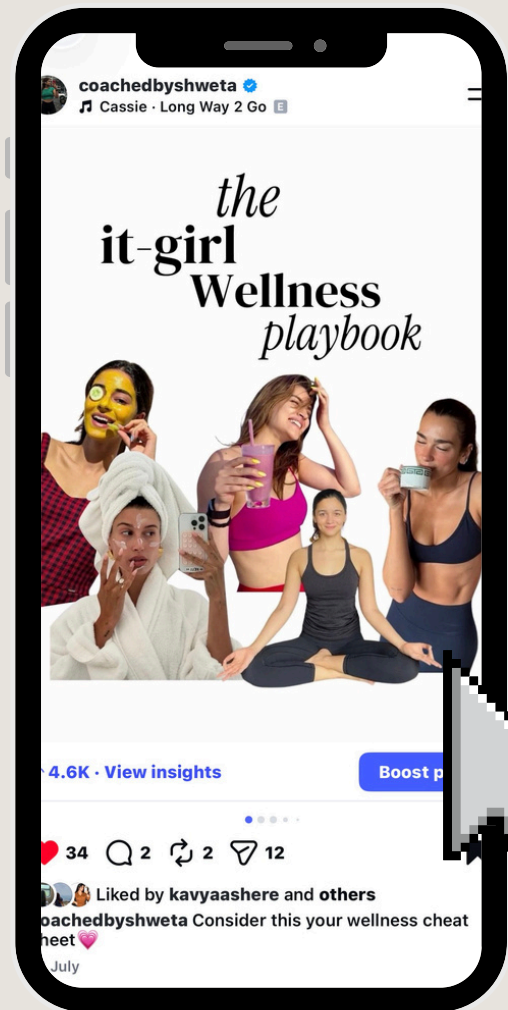
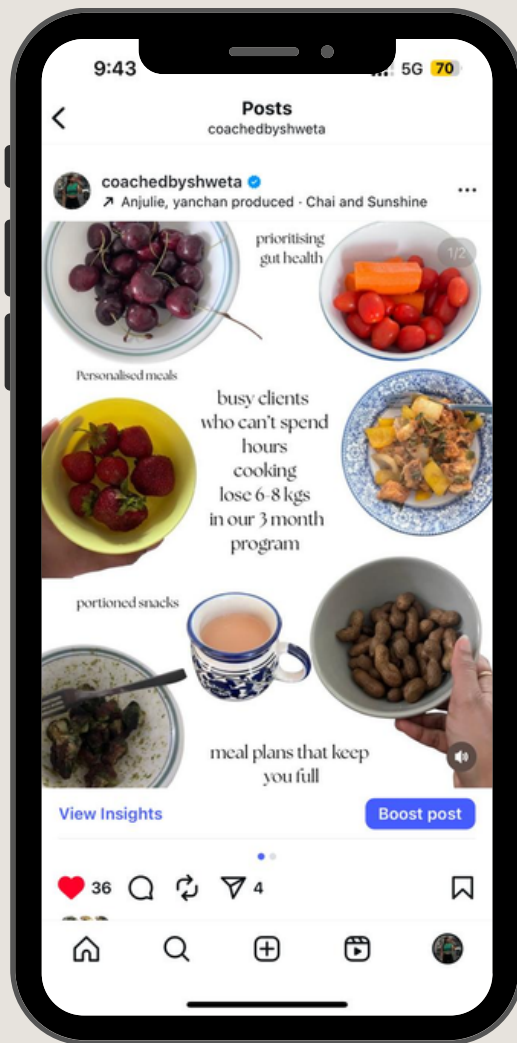
50+ saves

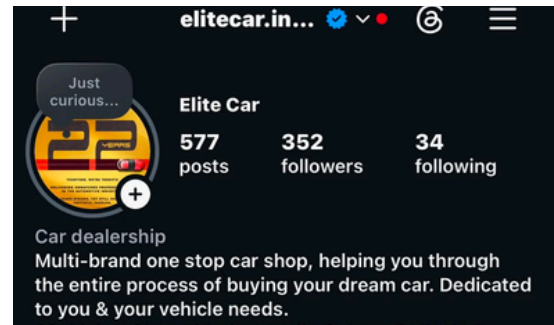
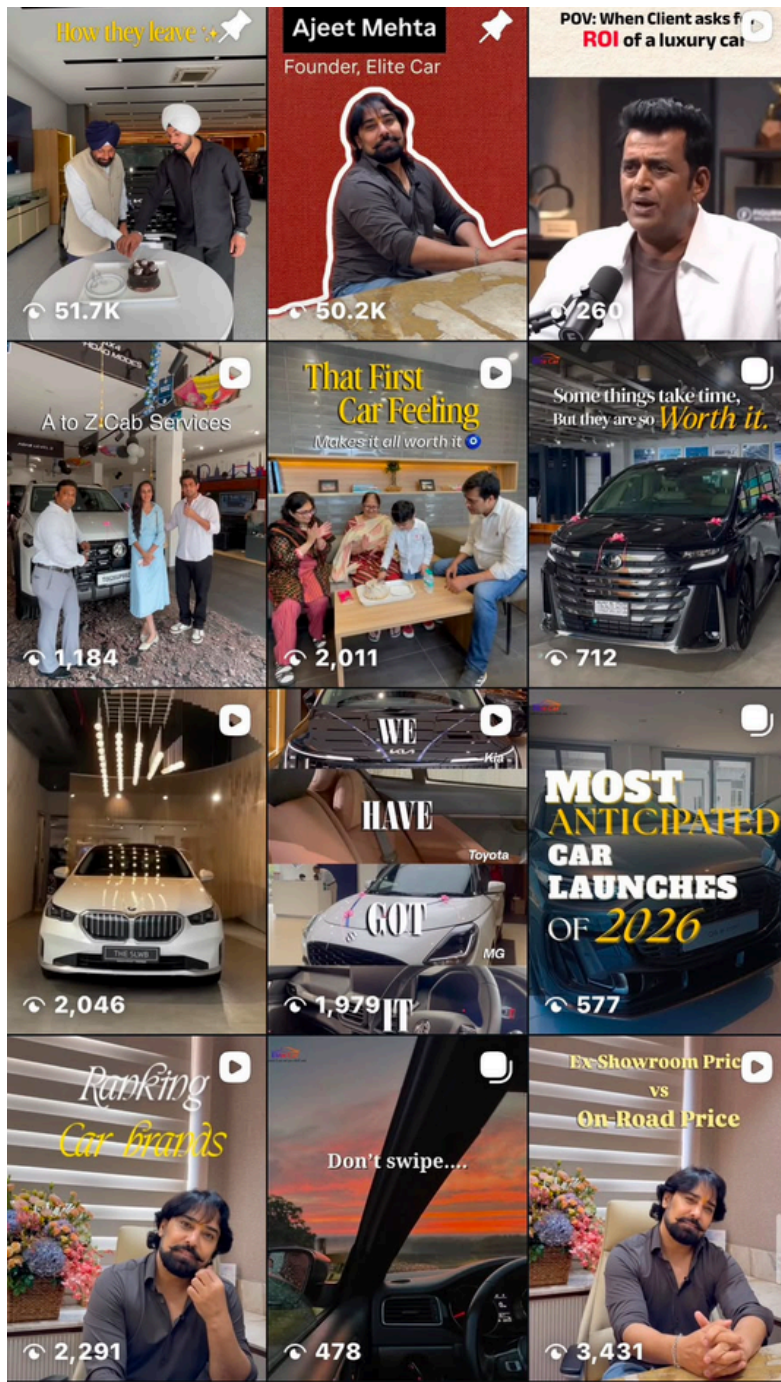
50+ saves



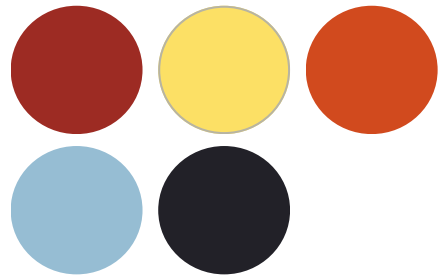
50+ Likes

POSTS= to engage and inform





COLORS



THEMES

ASPIRATIONAL LIVING / SMART OWNERSHIP / SEAMLESS BUYING / AUTOMOTIVE EXPERTISE

STRATEGY

Positioned Elite Car beyond traditional dealership content by blending **aspirational** car visuals with relatable **storytelling** around first cars, family, milestones, and everyday driving. Created content around car deals, financing, bulk purchases, and ownership, while maintaining a **premium yet approachable** visual identity across content mediums.

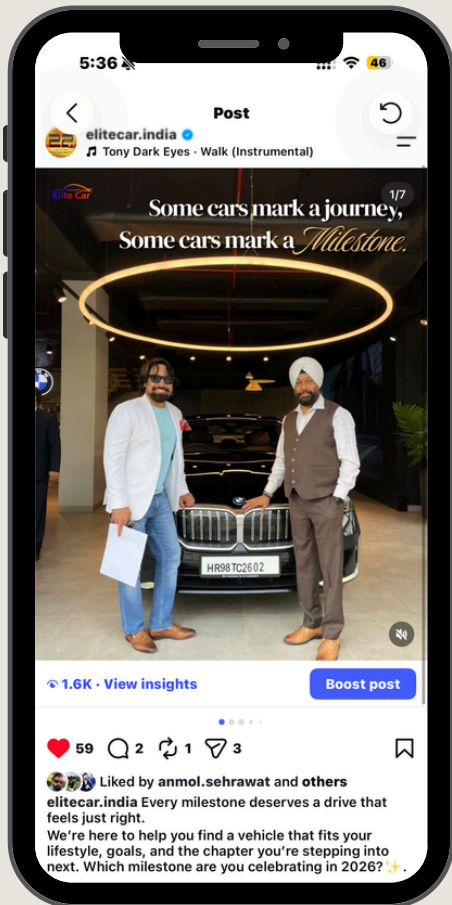
Professional dashboard
7.0K views in the last 30 days.

1-month progress

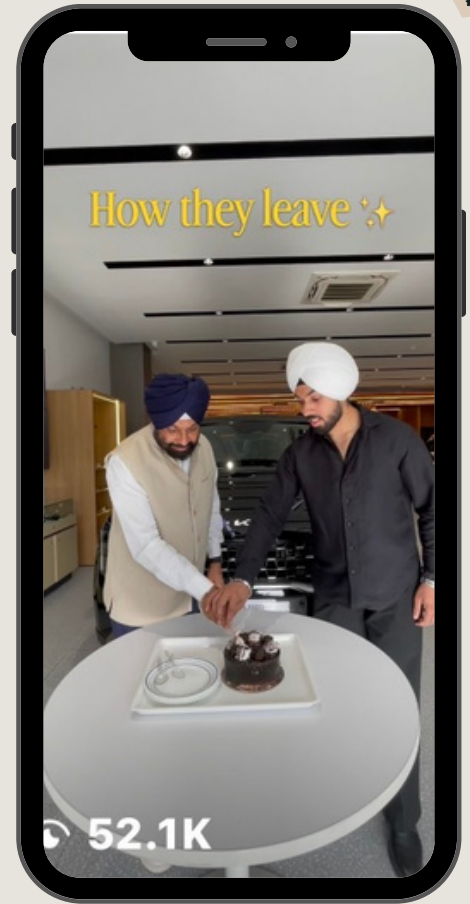
Professional dashboard
116.4K views in the last 30 days.

short form Video Editing

client wins



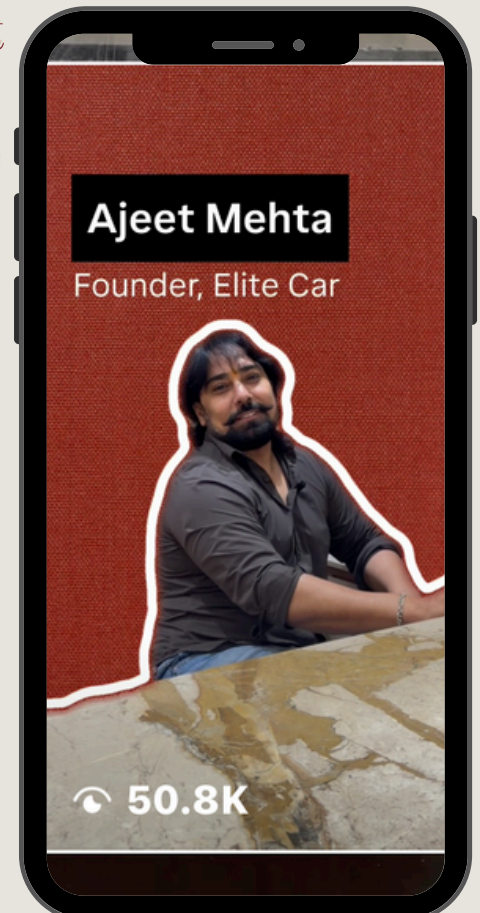
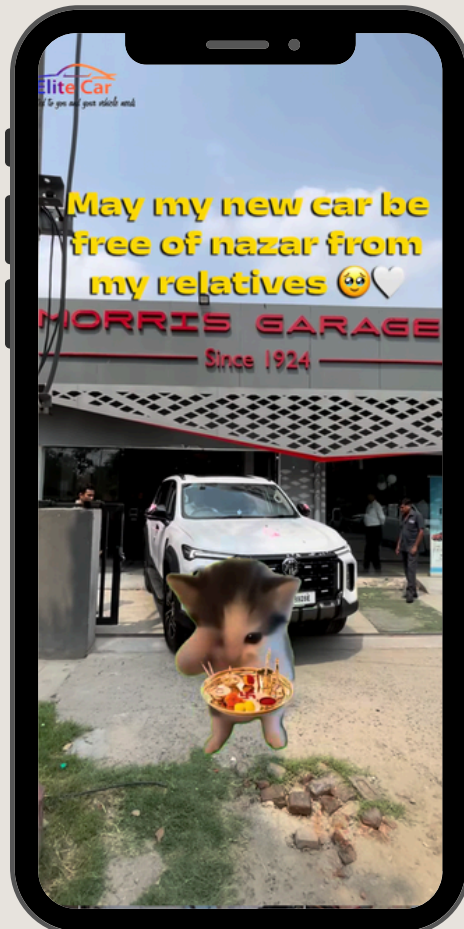
Carousels



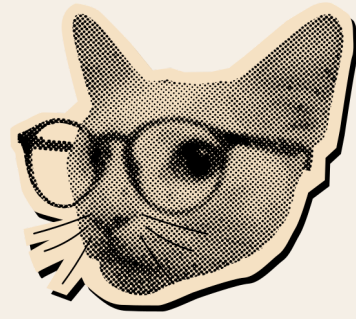
Founder-led
content



memes



Offerings



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.

and if you liked a little of what i do, then

Hi! I'm Kavya

Let's book a discovery call and
find out if we're the right fit.