

KHUSHI AGARWAL

Creative Strategist and Social Media Marketer

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SUMMARY

I am a creative strategist and social media marketer with a strong foundation in brand storytelling, performance marketing, and audience psychology. I have developed and executed strategies for digital campaigns, content systems, and community growth initiatives for brands in the fashion, tech, and lifestyle sectors, always driven by insight, trend fluency, and execution excellence.

Furthermore, I own end-to-end campaigns: Brief → Creative Direction → Paid Amplification → Performance Marketing.

EXPERIENCE

Creative and Social Media Strategist

Meesho

📅 06/2025 - 01/1970 📍 Bangalore

An e-commerce platform focusing on facilitating online selling with a strong emphasis on social commerce

- Spearheaded creative campaign planning for Gen-Z focused UGC campaigns across Instagram and YouTube
- Designed platform-specific content calendars blending trend jacking, community interaction, and performance-driven storytelling
- Analysed post metrics and optimised engagement strategies, improving reach by 40% over 2 months
- Collaborated with internal design and influencer teams to translate insights into campaign visuals and hooks

Fashion Content Writer

Techstory

📅 03/2023 - 10/2023 📍 Remote

A digital publication focusing on technology and lifestyle content

- Ghostwrote 80+ lifestyle and fashion pieces for New York Gal — the US-based women's lifestyle media arm of TechStory.
- Created editorial content blending fashion, self-expression, and career narratives to connect with global Gen Z and millennial readers.
- Helped shape the brand tone for the NYG blog relaunch, boosting returning reader retention by 25%.
- Maintained their Pinterest page and increased revenue and conversions by 38%.

Social Media Manager and Content Curator

The Social Ants

📅 10/2023 - 12/2023 📍 Odisha

A social media marketing and content curation agency

- Led social media strategy across 10+ client brands, scaling engagement rates up to 3x
- Conceptualised and directed 50+ UGC-style video campaigns resulting in 2M+ combined reach
- Managed influencer collaborations and cross-platform ad strategy (Instagram, YouTube, Threads)
- Built brand tone guides aligning content voice to Gen Z audience behaviours

EDUCATION

Master's in Product Design, Branding & Visual Communication

Ecole Intuit Lab

📅 04/2024 - 05/2025 📍 Bangalore

Bachelor of Arts in Journalism & Mass Communication

Birla Global University

📅 08/2021 - 05/2024 📍 Bhubaneswar, Odisha

Commerce (CHSE)

Ravenshaw University

📅 05/2019 - 04/2021 📍 Cuttack

ICSE (high-school)

St. Joseph's Girls' High School Cuttack

📅 01/2019 - 05/2019 📍 Odisha

TOOLS

Meta Ads Manager

Meta Business Suite

Google Analytics

Figma

Canva

Notion

CREATIVE STRATEGY & CONTENT SKILLS

Creative Direction

Marketing Campaigns Design

Social Media Marketing

Content Strategy

Copywriting

EXPERIENCE

Content Writer Intern and Branding

Cut Shot Entertainment

📅 08/2022 - 01/2023 📍 Odisha

An entertainment production company focused on digital content

- Wrote, scripted, and edited branded entertainment segments for Cut Shot's digital platforms and 'Brand Talk' series
- Conducted interviews and created narratives around creators, founders, and entertainment figures for YouTube and Instagram
- Collaborated with the production and marketing teams to align content tone and visual storytelling with the brand strategy

Journalism Intern (Sports Content Writer)

Asiana Times

📅 01/2023 - 02/2023 📍 Remote

An online publication covering sports and lifestyle

- Enhanced SEO traffic by {30%} by creating sports content and articles for Asian Times' daily cycle.
- Increased audience engagement by {25%} by collaborating with teams to create compelling global sports and lifestyle stories.
- Adapted brand voice and tone to match publication standards, improving article readability and engagement metrics.

Junior Brand Manager

Engaj Media

📅 07/2023 - 08/2023 📍 Bangalore

A media agency specializing in brand communication and marketing

- Increased brand engagement by {25%} through managing brand storytelling and aligning with {10} premium influencers.
- Enhanced brand recall by {20%} through the development of data-driven short-form content frameworks.
- Coordinated campaign calendars with creative and analytics teams.

Content Writer Intern

Programming with Maurya

📅 05/2022 - 07/2022 📍 Gujarat

An educational initiative focused on skill development and programming

- Increased YouTube engagement by {35%} by developing content scripts for {20} short-form educational videos.