

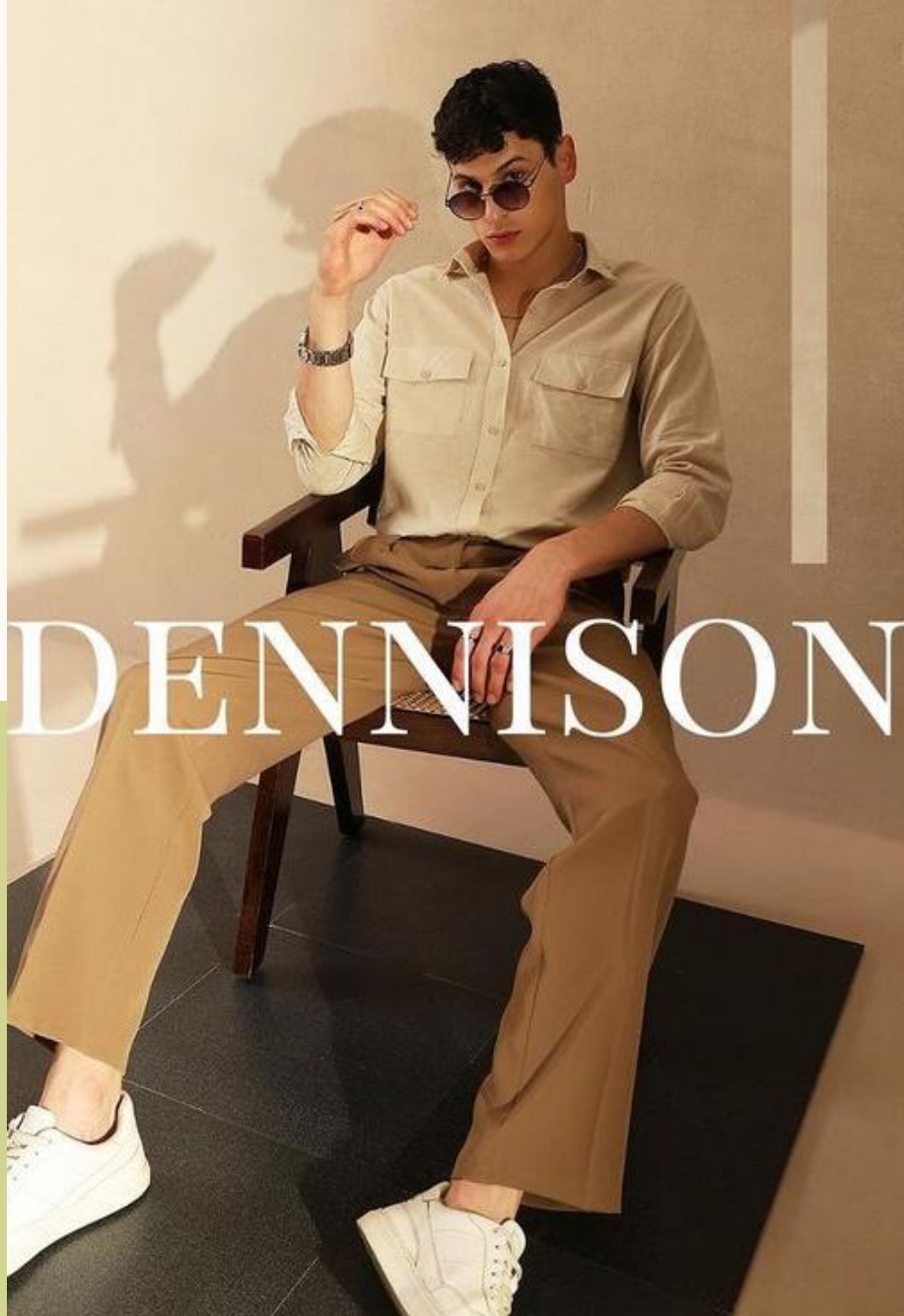
The background features a large white circle in the center, partially overlapping a light blue area on the left and a light pink area on the right. A dark blue shape is at the bottom, also overlapping the white circle. The text is centered within the white circle.

VANSHIKA WORK PORTFOLIO

ABOUT ME

With 9 months of hands-on experience in social media, I help brands to grow with data driven strategies.

I've worked with EdTech and Fashion brands for their in-house marketing and delivered promising results.

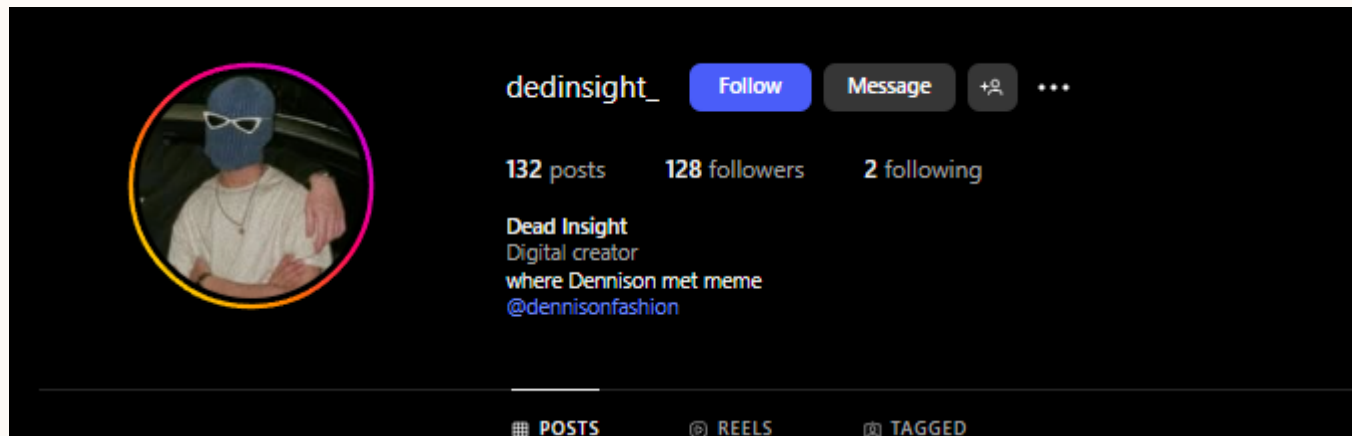


Dennison India Is A Men's
Fashion Brand
I Worked With Them For 3
Months,
**While Delivering 2 Successful
Marketing Campaigns**

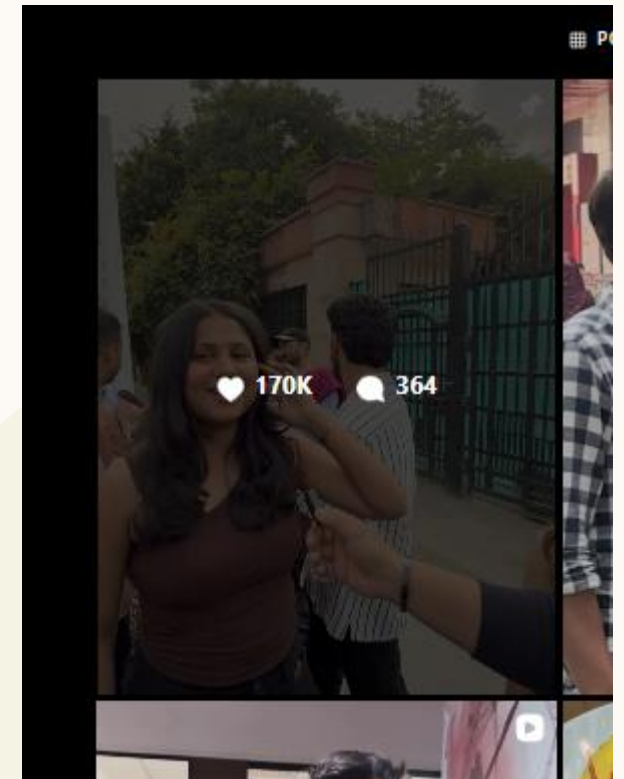
Work Links:

The account which reached to 120k people within the opening of 2.5 months:

https://www.instagram.com/dedinsight_?igsh=eWY4b3hnZm5ra3d4



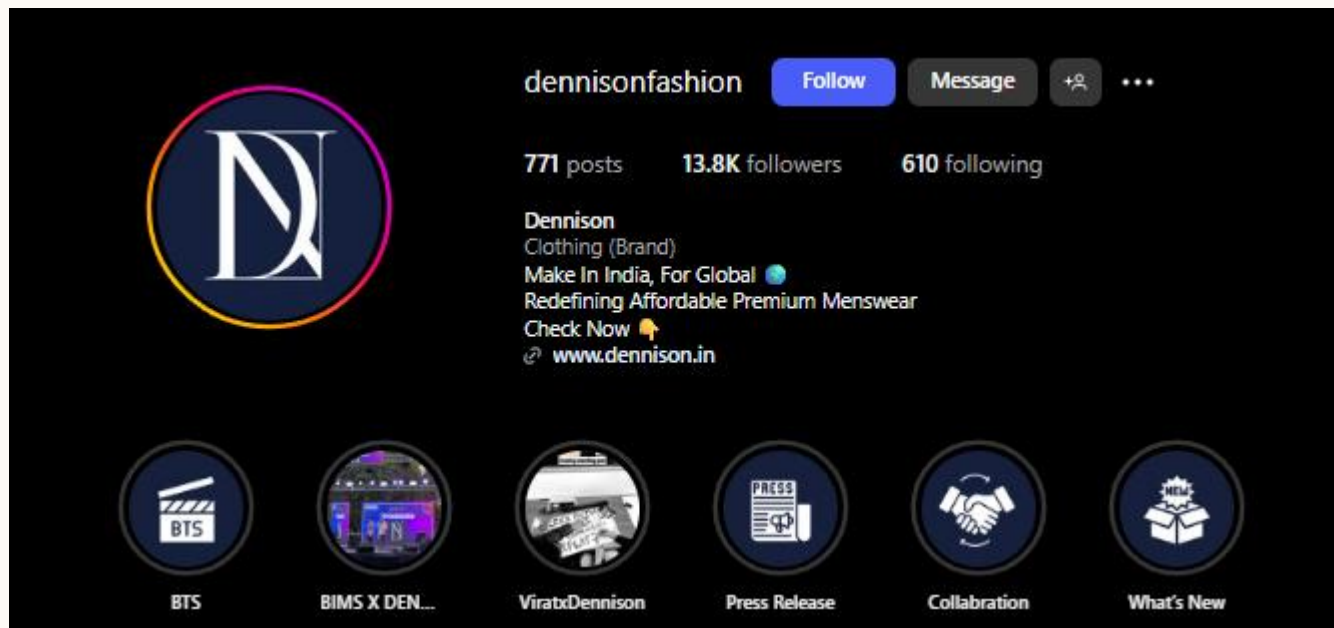
This account is all about organic reach
And the screenshot of the reel with 170K like was my ideation
Target audience: People waiting in que for Honey Singh concert
Motto: To increase Brand Awareness
Ideation: VoxPop



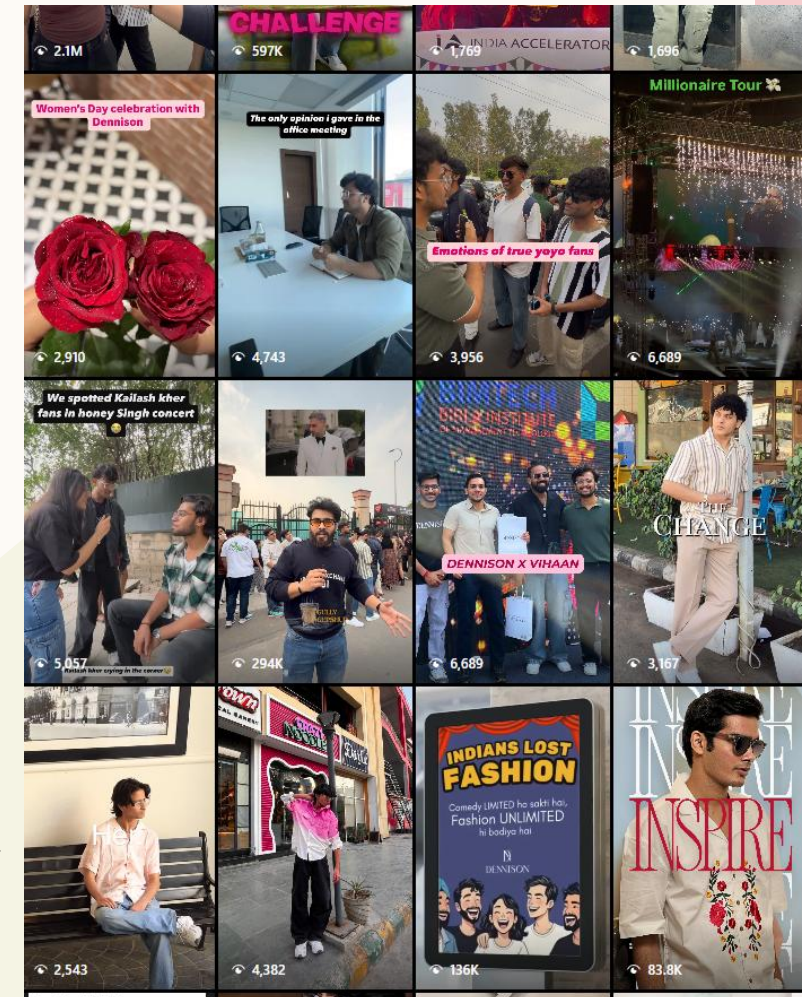
Work Links:

The Official Dennison India's Instagram Page:

https://www.instagram.com/dennisonfashion?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==



Here I used to work on reels ideation, script writing, shooting the content for the video and Strategizing the campaigns. When I joined the company (FEB'25), it had 10k Followers now it reached to 13.6k followers. I did used combination of paid and organic content here



- **I joined DENNISON INDIA as a** Social Media Marketing Intern (Feb'25 – Present)

My KRA are as follows:

- **LinkedIn Optimization:** Handling and managing company's LinkedIn along while practicing creative writing
- Successfully closed 2 marketing campaigns on **Brand Awareness.**
- **On Camera Presence:** Served as the “actor” for Brand's **social media** channels (appearing in reels).
- **Content Creation, Generation & Scripting:** Developing creative concepts and scripts for social media posts and reels.
- **Creative Input:** Providing innovative ideas to enhance the Brand's social media presence to engage with the audience.
- **Trend Research:** Staying up to date with current social media trends and implemented relevant strategies to enhance content.

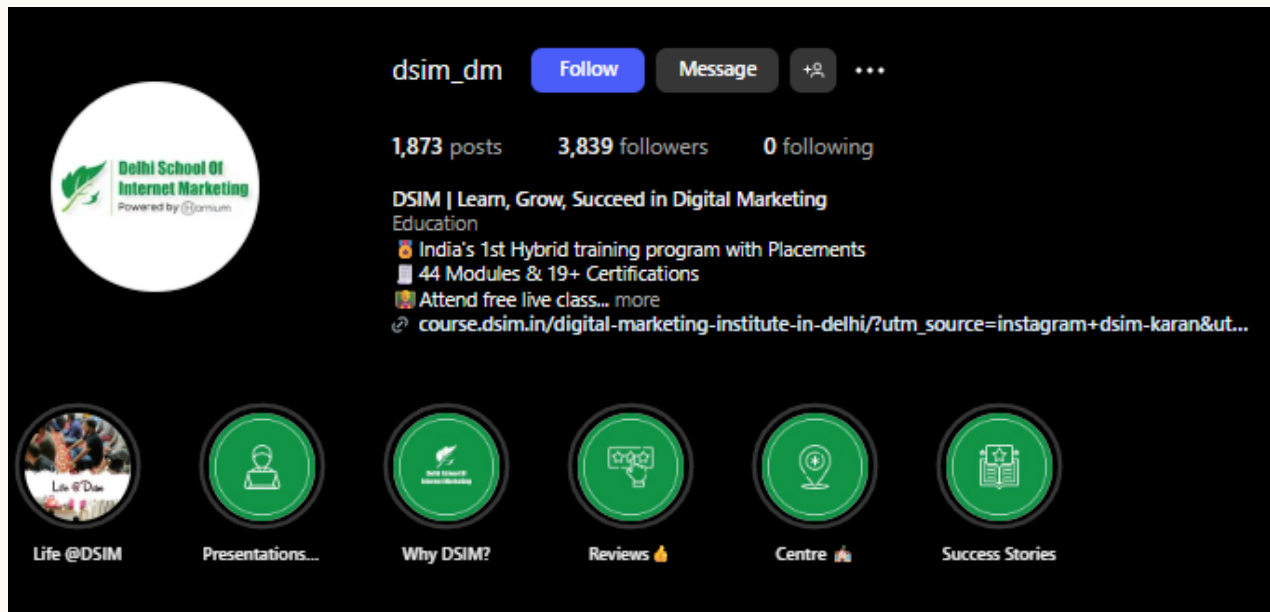


DSIM is an EdTech Platform
I Worked With Them For 5
Months,
**While Delivering Sales driven
content and on-camera
presence.**

Work Links:

DSIM's Instagram Page:

https://www.instagram.com/dsim_dm?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==



It was my internship with my institute where I was learning and getting Hands-on experience together. I worked on Canva, scripting, trends research and acted in front of camera for the Content.



- I joined **Delhi School Of Internet Marketing (DSIM)** as a Social Media Marketing Intern (Sept'24 – Jan'25, part-time)

My KRA's are as follows:

- **On-Camera Presence**
- **Content Creation and Content Generation:** Developed creative concepts and scripts for social media posts, videos, and stories.
- **Creative Input:** Provided innovative ideas to enhance the institute's social media presence
- **Trend Research:** Stayed updated with current social media trends and implemented relevant strategies to enhance content appeal.



**THANK
YOU**

VANSHIKA

7303050419

vanshika.kat5892@gmail.com