

mah hooman's



FOOD

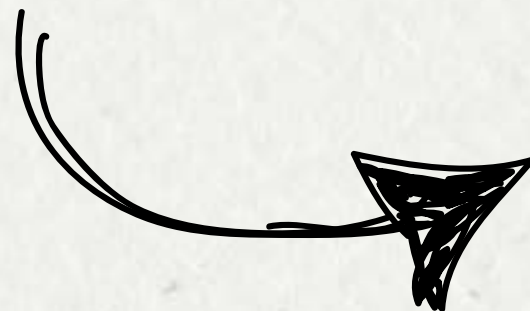


**HI,
I'M MILO :)**

An observant and workaholic doggie, who
always thinks about his hooman, nothing else!



THIS IS NIHARIKA



And she chews aluminium foil.



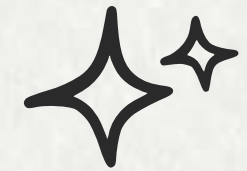
WELL, USED TO*

And now she thinks drinking coffee is a hobby.



AND IF YOU'RE NEW HERE,

These are the **3** things you should know about her





1

Niharika loves art. It's therapeutic to her and makes her happy, although she draws abstract and calls it 'ART.'

2

She enjoys collecting random things as souvenirs. This makes her happy about the good times she's had with her favourite being (me).

3

And she obsesses over big jhumkas. She does look beautiful in them. I often ask her to wear them more, but I guess she doesn't listen.

her **EDUCATION**

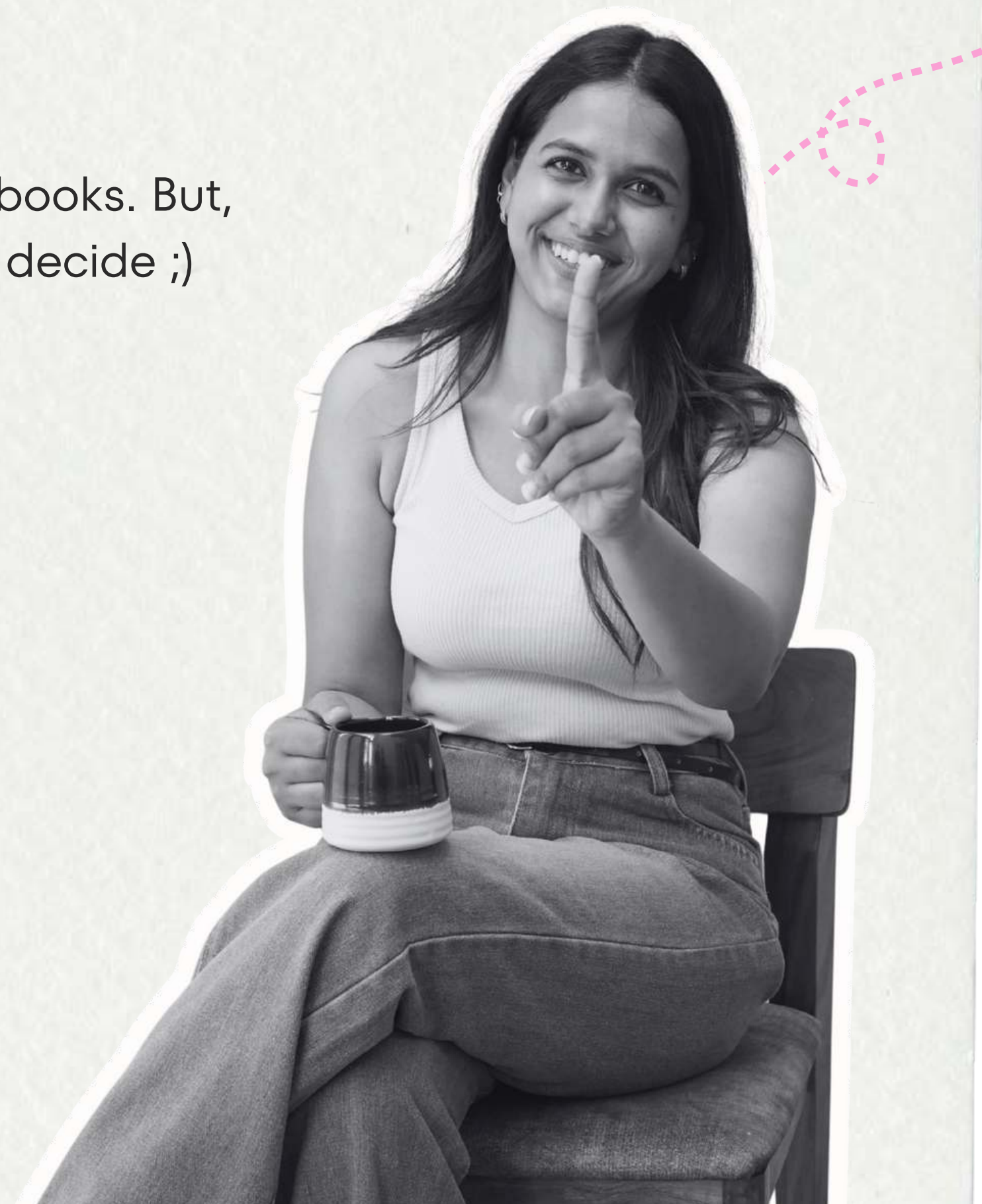
She has been a shy kid in school. Always in the teacher's good books. But, she did bunk classes to watch movies with her friends, so... you decide ;)

- Higher Secondary Education

SVM Public School
2019 - 2020

- Bachelor of Arts Economics (Hons.)

Kanoria College, Jaipur
2020 - 2023



and her

WORK EXPERIENCE



The work that started as just another “internship” gradually became where she sees herself working (happily). She loves content and how, if it reaches the right audience, it can do wonders.



Content Executive
Dec 2020 – June 2021



Research Intern
Oct 2022 – Feb 2023



Content Associate
Dec 2020 – June 2021



Sr. Content Associate
June 2024 – Present

NEXT,

LET'S JUMP ONTO SOME

SPEC COPIES

SHE WROTE.



(I LOVED THEM)

Brief: KAY Beauty is launched in the UK, make a social media post, announcing the same to the brand's mostly India-based users.

Audience: Young urban women (18-40)

Brand: KAY Beauty

We don't know **boundaries**,
so we **crossed** ours!

KAY is now coming to UK
Find us at your near sephora!



You're just a Labubu away
from being seen!



Brief: Create a print ad that sells the vibe of owning a Labubu, not just the product.

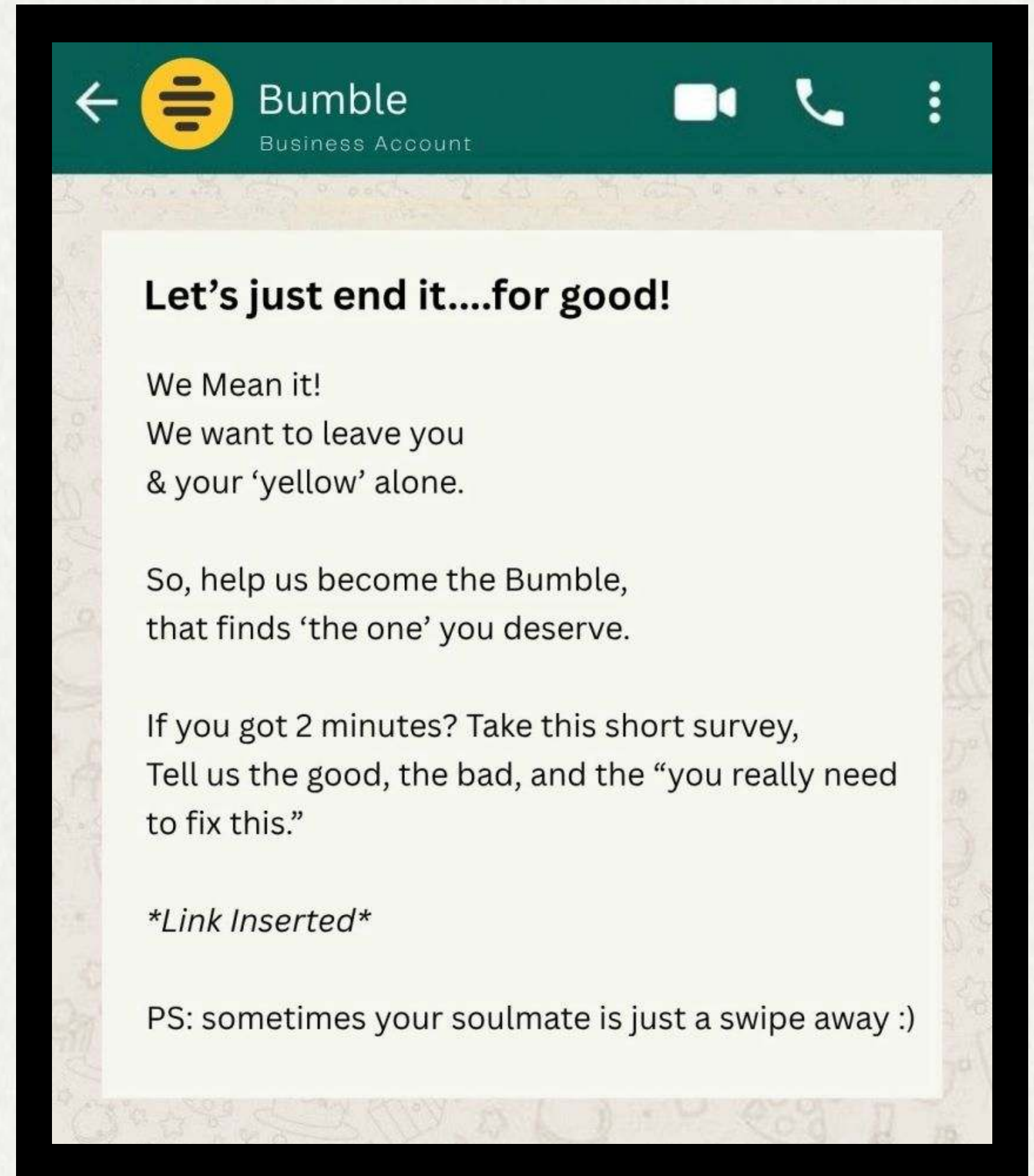
Audience: Trend-driven, rich Gen Z and rich millennials

Brand: Pop Mart

Brief: Write the WhatsApp message that'll go from the business account of Bumble to the registered customers to fill out a form.

Audience: Registered audience of Bumble

Brand: Bumble





The Zepto campaign! Yeah, she gave it a try.

Audience: No bar

Brand: Zepto

Brief: Write a social media post informing people about 'how Lenskart messed up so many people's orders' and apologise for it in the brand's tonality.

Audience: Existing users of Lenskart

Brand: Lenskart

We help people to see better..

Yet, we failed to see what was right in front of us.

Your frames. Their lenses. Their frames. Your lenses.

This is exactly what we did to thousands of you.

We see your DMs. We see the anger in your eyes

And while we badly want to say sorry to each of you in person, we owe you more than just words.

So, we're fixing this:

- Free replacement for wrong orders
- Exclusive 50% off on your next purchase

We messed up. Big time.
But we're here to make it right.

Hope you see us trying :)



Brief: Write a line on your tombstone. make it funny, exhausted, bitter, however you want.

Audience: she herself

Brief: Write a Breakup Letter from Netflix to a user who hasn't watched anything in 6 months.

Audience: Existing audience

Brand: Netflix

NETFLIX

The Final Season

Hey Pranita,
It's me, your Netflix.

The one you used to eat with, who always let you start from where you left off.

We didn't want to say this, but the past 6 months were just... silence from you. We get it. Life happens.

But we miss our "just one more episode" nights together. The laughter and tears that we shared.

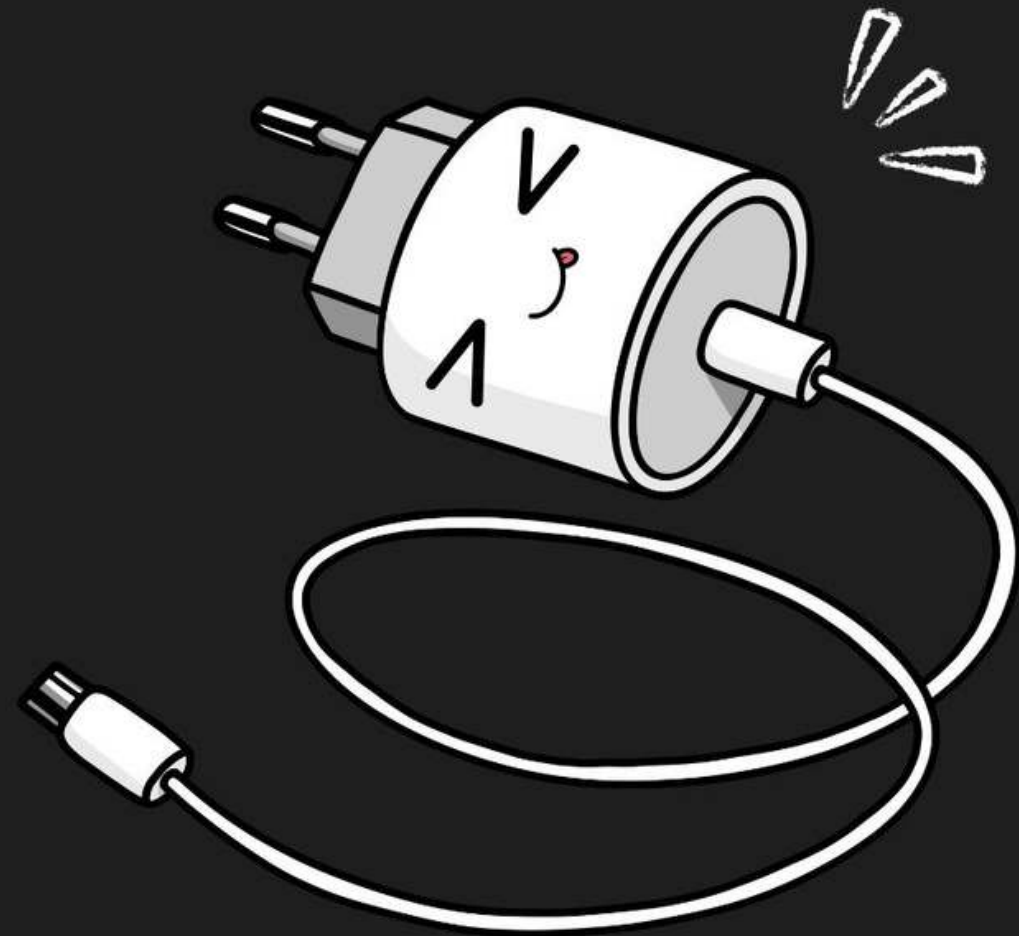
So, if this is goodbye, thank you for this amazing season. We enjoyed each episode.

But if you just need more time, we're just a TUDUM away!

Waiting in your 'Continue Watching' queue,

Netflix

I WANT PEOPLE
TO KNOW
ABOUT MEEE!



Brief: Create a performance marketing video
for a charger

Audience: People with smartphones, tech-
savvy, want convenience

Just in case you miss,
This has a clickable link

Brief: Write an email from your small shoe brand to their marketing manager to get them excited about the idea of collaborating with you, without revealing the idea

Audience: People invested in cool fashion, Gen Z.

Brand: Freakins

Subject: Be freakin you, but with our shoe!

Hi Pranita,

This is Niharika, brand manager of 'SHOE'. Could we be any clearer about what we do?

We've been fans of how Freakins made denim feel like it was made for everyone, every style & every mood. This is exactly what 'shoe' is all about.

It's really not just about logos side-by-side. We want to create a fresh narrative that connects with those who wear their style like a story.

Because at the end of the day, no outfit feels right until it's paired with the right *freakin' shoe*.

So, if this isn't the usual pitch you get over email, let's chat? I think you'll like what we have planned.

Looking forward to hearing from you.

Niharika
niharika@shoeus.in

YUP, THAT'S IT.

SHOWED YOU THE BEST ONES :)



By now, you know how much she loves capturing moments.

She's got 763 pictures of me.

With the same 'LEAVE ME ALONE' face.

Now I'm used to it.

If she doesn't grab her phone every time I *yawn*,

That feels weird.

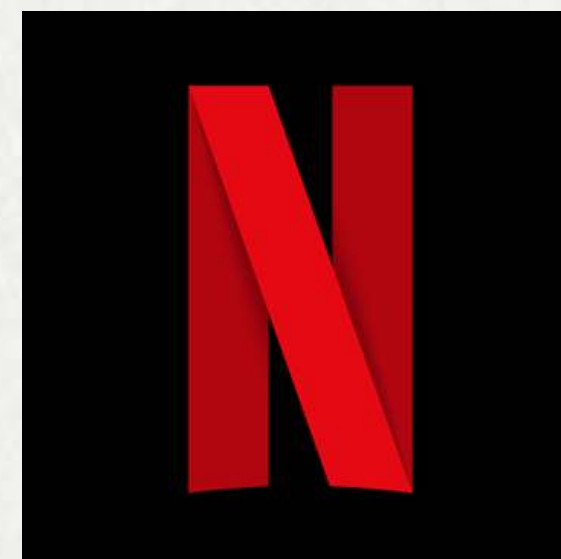
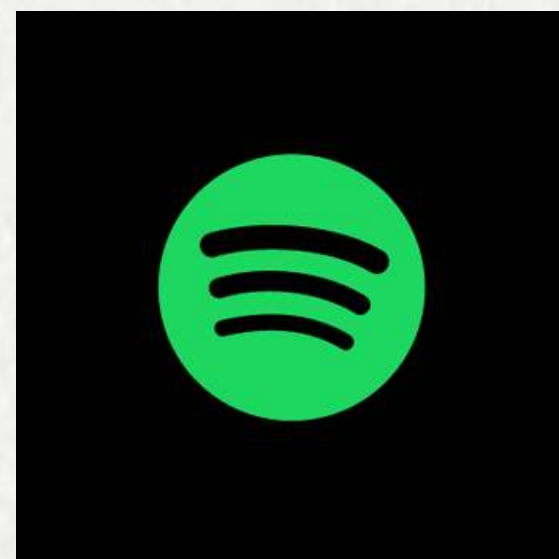


BRANDS

she has worked for



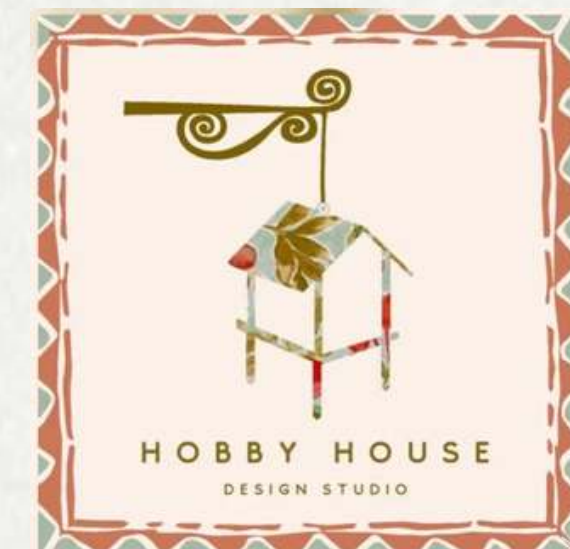
NYKAA



(in my dreams)

BRANDS

She has actually worked for

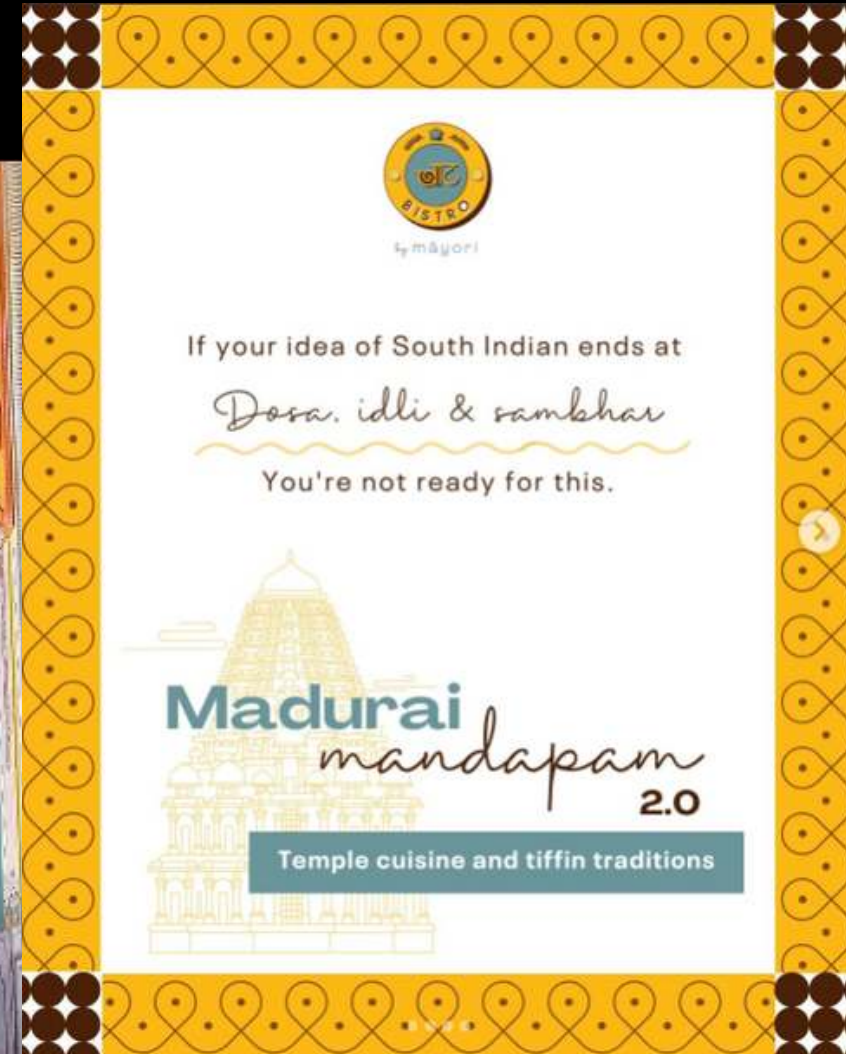
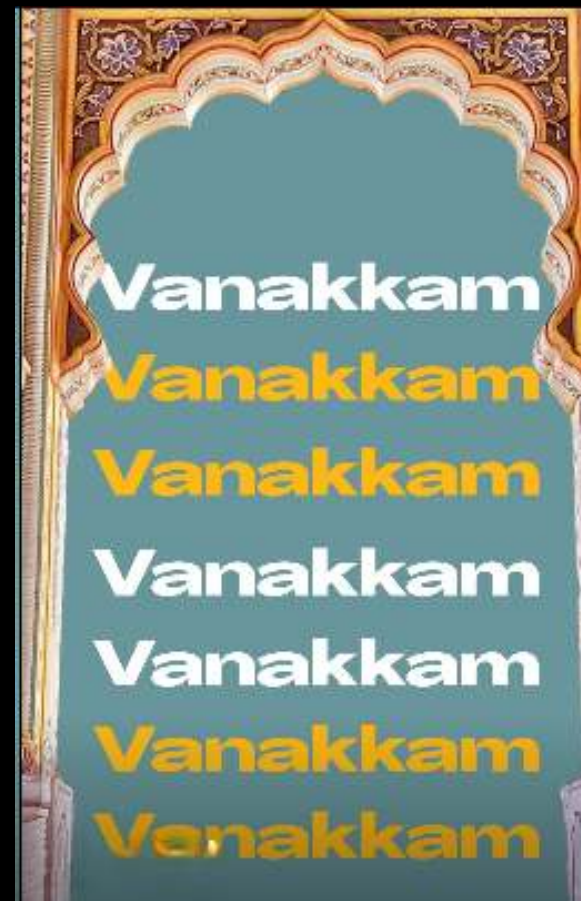


CAMPAIGN AND STRATEGY

for Mayori



- Redefined the brand's content strategy and communication to connect with a 35+ audience, who is seeking comfort, trend, and sustainability.
- Crafted a campaign inspired by changing seasons & lifestyle. This not only gave a broader vision for content but also delivered the founder's vision of mindful fashion and conscious living.
- Introduced 'Kala by Mayori'- a community of like minded people coming together to experience slow living and embrace conscious living.



& Chaat Bistro

- Leveraged the launch of Chaat Bistro to position it as Jaipur's first "Shop & Eat" experience.
- Cross-promotion and influencer marketing led to a increase in both cafe and store's offline sales along with brand engagement.
- Organized pop-ups and intimate events, positioning the bistro as a lively social hub & the Supper Club of Jaipur

Why Chaat Bistro?



You know those moments when your mama's adjusting your dupatta, cousins are running around with sparkles in their hands, and someone is definitely crying happy tears behind the scenes?
Yeah, we get it.

>





HOBBY HOUSE

- Who just wants to see a textile designer's work and not listen to their story? This is what I decided to do with Hobby House.
- This strategy gave an instant boost to the account, pushing other content pillars as well.
- Gained 328 new followers in a month.



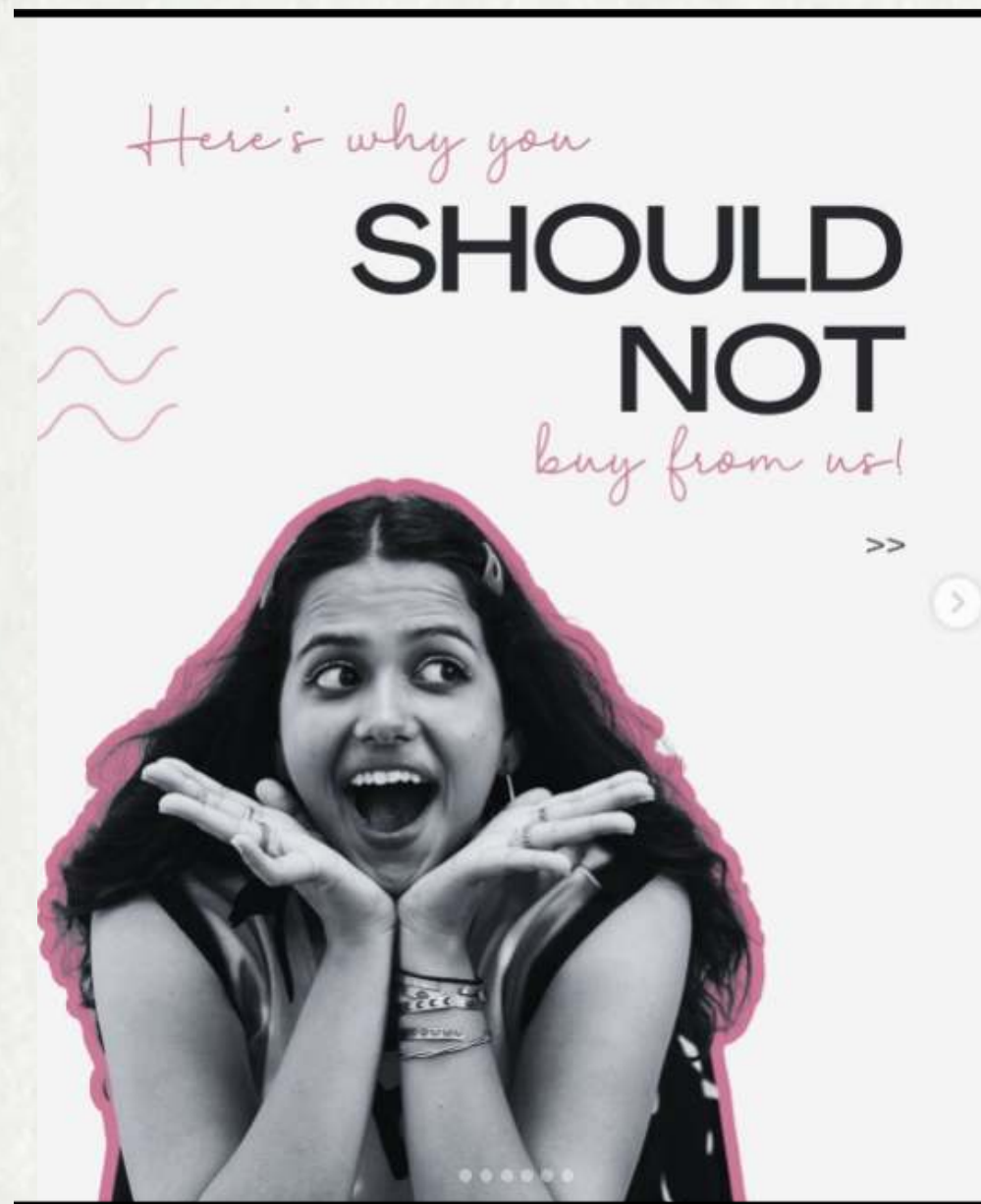


MAGIC OF MILLETS

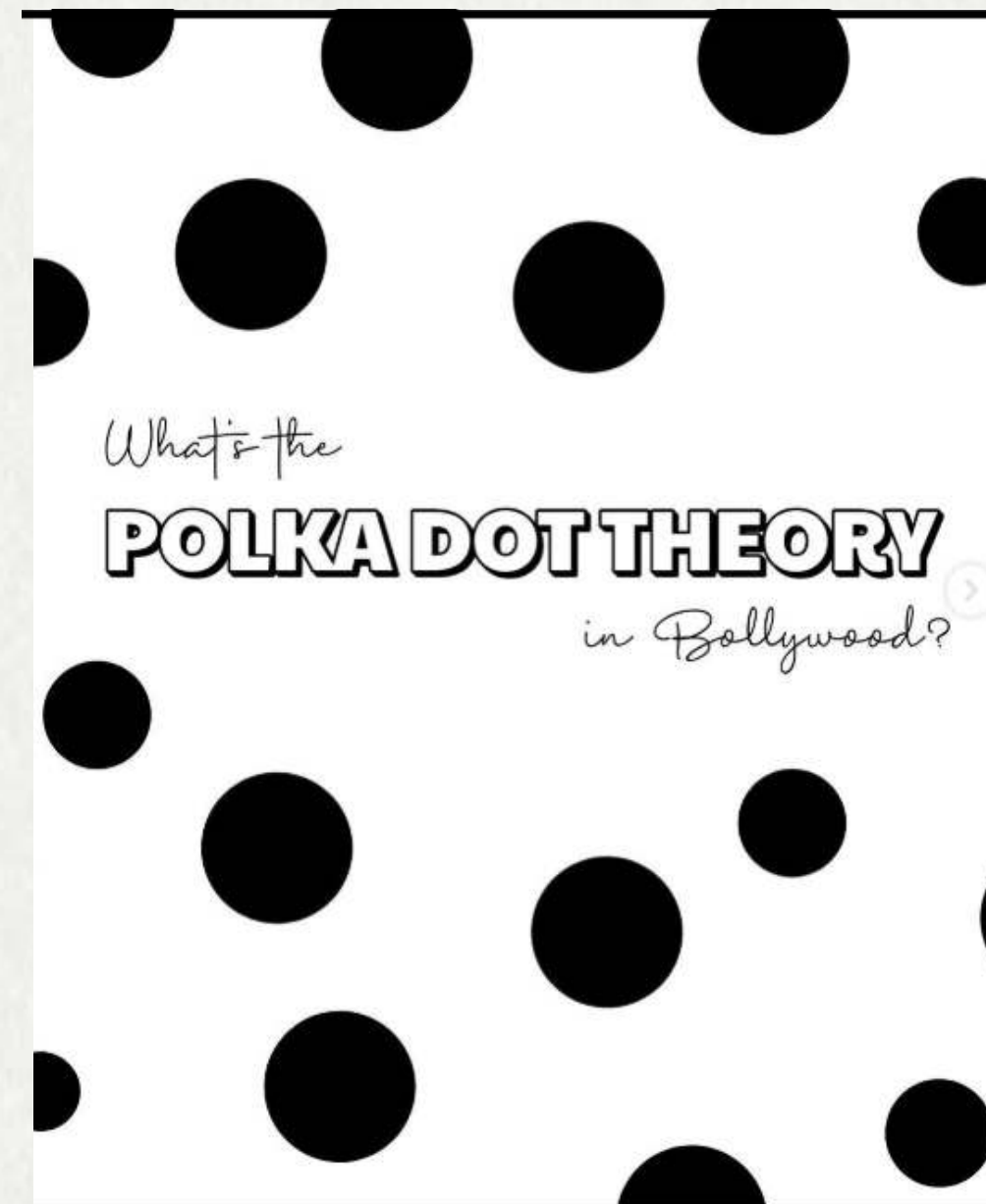
- If I wanted to know about more millets, I would prefer quick and informative reels.
- That's exactly what I did with Magic of Millets.
- Gained 10k followers in 3 days along with 2.5 Million views.



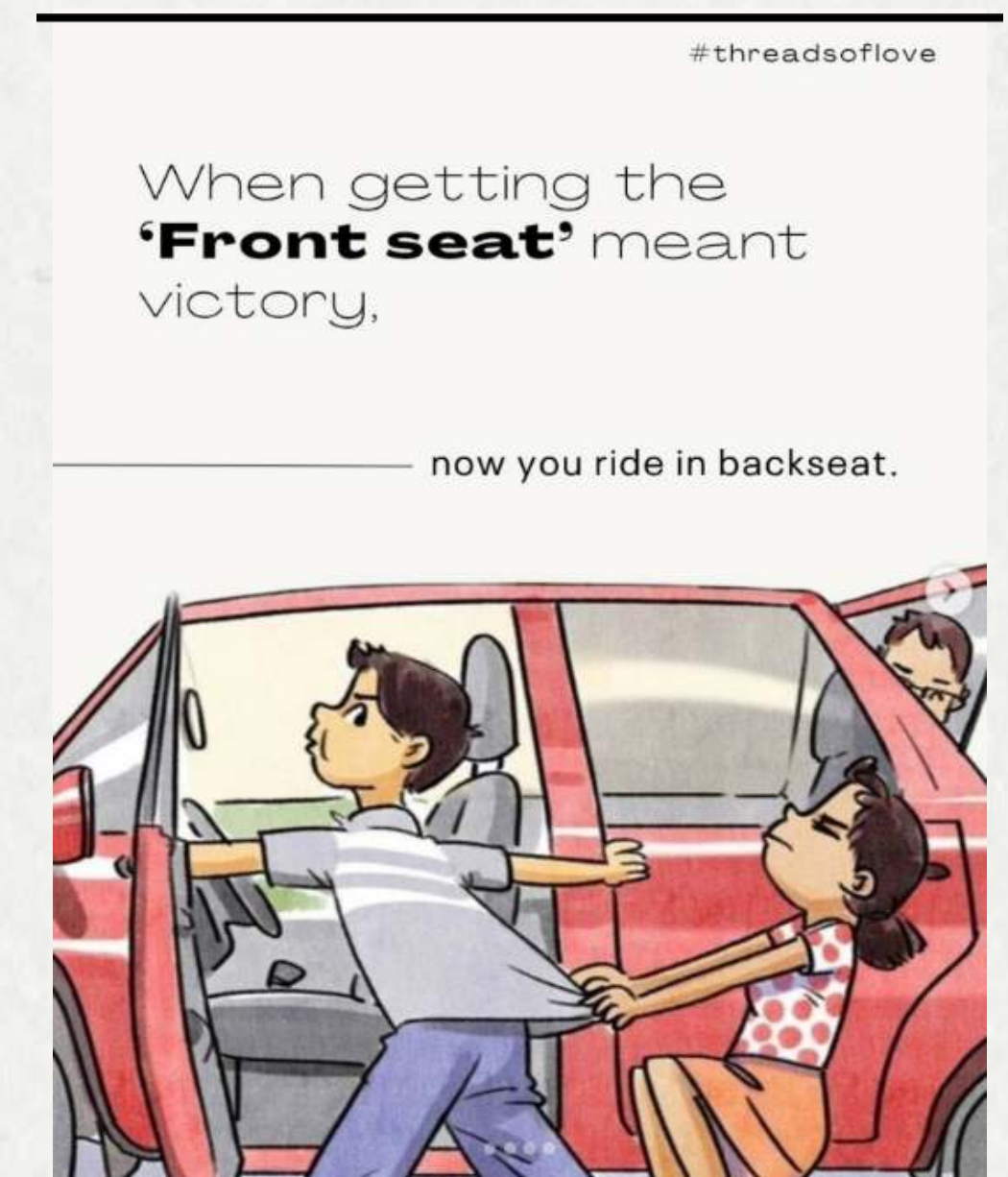
INSTAGRAM CAROUSALS



Brand's USP told with a negative hook



An interactive post about the upcoming collection



Topical moment relatable content for 35+ audience

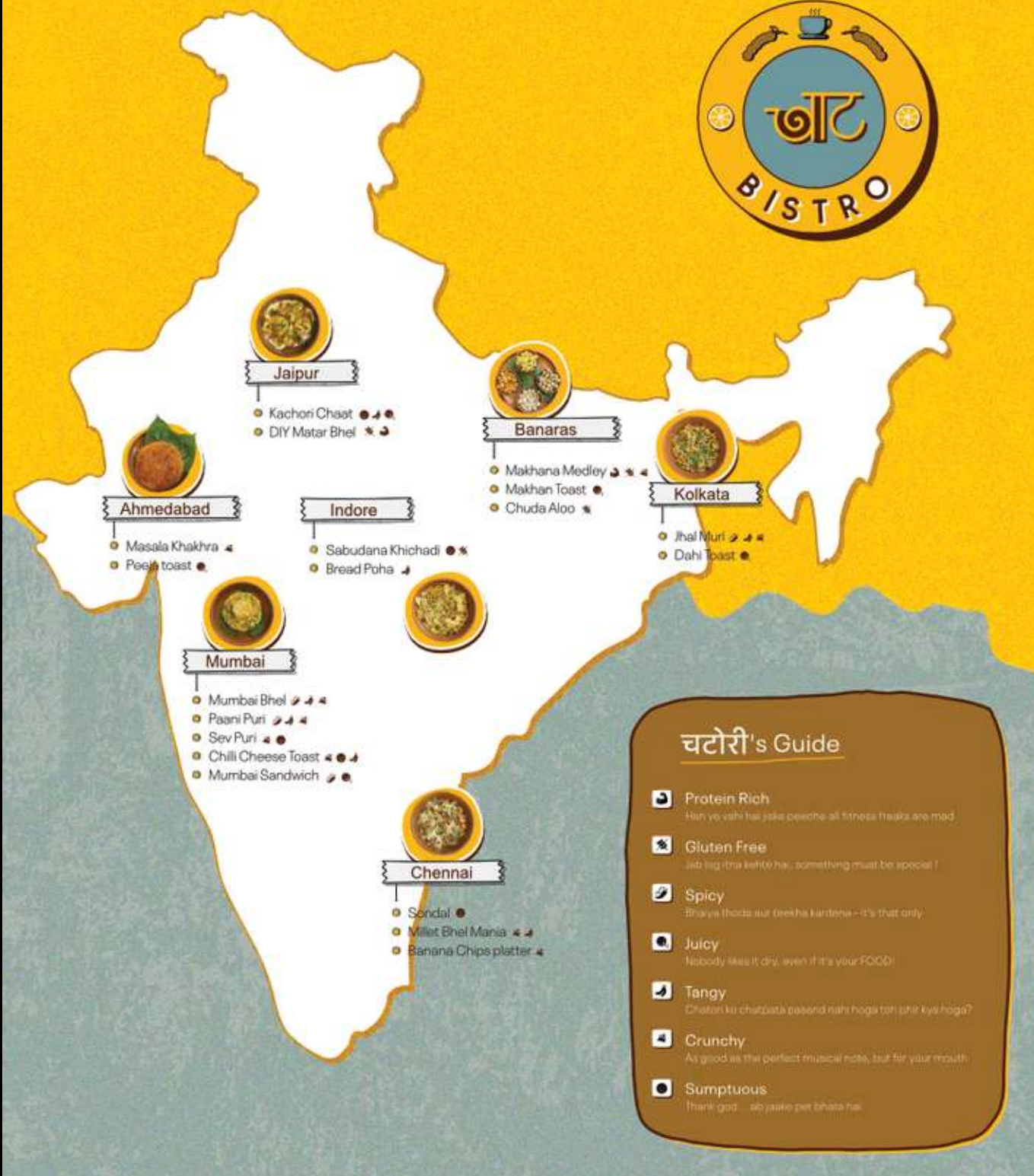


Brief: Need a window art which defines both indie- nostalgic vibes of chaat bistro and the shopping experience with Mayori

Her take: Used very known Hindi slangs around street chaats & visualised the graphic inspired from Indian trucks and street carts

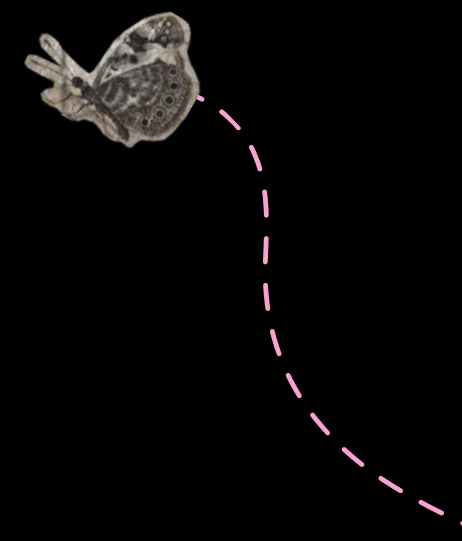
CHAATS MAP OF INDIA

(A चटोरी's Guide)



चटोरी's Guide

- Protein Rich**
Hain ye vahi hai jake peechhe all fitness freaks are mad.
- Gluten Free**
Jab lag rha karte hai, something must be special!
- Spicy**
Bha-ya thoda aur deekha kardeya - it's that only.
- Juicy**
Nobody likes it dry, even if it's your FOOD!
- Tangy**
Chaton ki chatzata pasand nahi hoga toh phir kya hoga?
- Crunchy**
As good as the perfect musical note, but for your mouth.
- Sumptuous**
Thank god... ab paako pet bhare hai.



Brief: Need a map that represents a chatori guiding customers to all the state's food options.

Her take: Named it "the chaat map of India", which brings a sense of pride, and also used puns in writing for an indie touch.

hey, its AVI

if that's all
you wanted to
know!



but there's more!
www.houseofavi.co

All you need is
~~Love, Sex & Money~~
HOA



sabse bada kaun?
(who's the biggest?)

MY FOOT!

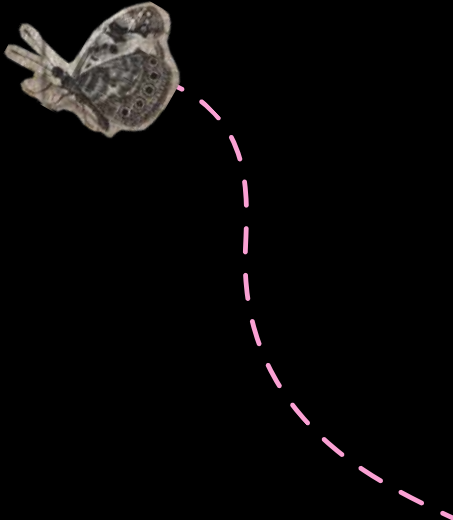
We have the Biggest
Size Range in The World

we are here for
~~LGBTQIA2S~~
HUMANS!



Brief: Need creative content for House of Avi's packaging

Her take: As the vibe of the brand was extremely quirky & out there. She used topics that are on the face, which also bring quirk



I think this should be enough in return for those
Two mini treats she bribed me with.

And if you think she has the

**BEST DOGGIE IN THE
WHOLE WIDE WORLD...**



LET'S *walk work* TOGETHER



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