PORTFOLIO · 2026

Akshara Agarwal

CREATIVE AND PERSONAL BRAND STRATEGIST

Trust, built with ₹4 Cr or ₹0.

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Email	aksharaagarwal99@gmail.com
Location	Delhi NCR · Lucknow · In office or hybrid
Looking for	Full time brand, social and personal brand strategy roles



AT A GLANCE

Nine brands. One direction.

Healthcare, insurance, D2C, real estate and fashion. ₹3 to 4 Cr+ of campaigns as Deputy Brand Manager at Reliance General Insurance. Two personal brands grown with ₹0 on ads. Today I lead an in house team of 5 to 6.

- Brand strategy
- Personal branding
- Content strategy
- Influencer marketing
- Performance marketing
- Product launches
- 3D OOH and brand films
- CRM and partner communication
- Regional campaigns
- Team leadership

₹3 Cr+

Campaigns I ran at Reliance General Insurance, up to ₹4 Cr.

4.2M

Organic reach on Dr Ridhima's channel. Zero ads.

20+

Patients a day at her practice, up from 6 or 7.

1.8M+

Organic reach at Open Secret, from 40+ creators.

12%

Lower cost per lead on ₹1.2 Cr of paid media.

9

brands across five industries since 2021.

Deputy Brand Manager · Sep 2023 to Mar 2025

A national insurer, made human.

Deputy Brand Manager across motor, health, travel, accident and SME cover. I ran ₹3 to 4 Cr+ in campaigns: product launches, approvals, brand and website management, upsell and downsell journeys, and the biggest channel campaigns we ran.

THE BOTTLENECK

A low interest category under strict IRDAI rules. Five product lines sold in policy language.

THE STRATEGY

One human idea per product, carried by brand IP, creators and tested paid media.

THE EXECUTION

Content psychology. Loss aversion and fairness: pay only for what you drive.
Hook framework. One visual hook before any copy, like a heart leaving the billboard.
Compliance and QC. IRDAI compliant copy across every format and language.

₹1.2 Cr paid media managed

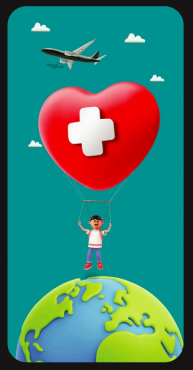
12% lower cost per lead

3.4M views from 30+ creators

15+ brand films scripted



3D anamorphic billboard, Mumbai



Health Global key visual



Autocar Dialogues panel

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Dr Ridhima & Dr Ritesh Malik

Personal brand strategist · May 2025 to now

Two personal brands. Zero ad spend.

Personal brand strategy for an MD dermatologist and her brother, Dr Ritesh Malik, run side by side. No ads, no sponsorships, no collaborations.

THE BOTTLENECK

No ads, no sponsorships, no collaborations. NMC rules, no before and after photos, 6 or 7 patients a day.

THE ORGANIC STRATEGY

Position her as the dermatologist who helps you understand your skin. Reels for reach, scored lists for saves, a Broadcast channel for loyalty.

THE EXECUTION

Content psychology. Make the viewer feel smart, never sold to.
Hook framework. Topic word in the first second, verdict before the CTA.
Compliance and QC. NMC aligned, no prescription promotion, every claim checked against AAD, IADVL or PubMed.

20+
patients a day, up from 6 or 7

₹0
spent on ads

4.2M
organic reach on her channel

3 to 5x
more saves from scored lists



Dr Ridhima Malik



Dr Ritesh Malik

OPEN SECRET

Social Media Manager, team of two · Feb to Sep 2023

Healthy snacks that look like a treat.

Social Media Manager leading a team of two. Organic, performance and influencer marketing run as one plan, with every post judged on sales.

THE BOTTLENECK

Healthy read as boring, and posts were not tied to sales.

THE ORGANIC STRATEGY

Make health look indulgent. Let customers and creators sell.

THE EXECUTION

Content psychology. Guilt free indulgence and real customer proof.
Hook framework. Product close ups on days people already crave.
Compliance and QC. Claims kept to what the label proves.

1.8M+ organic reach

13.5% monthly engagement lift

40+ creator collaborations

100+ brands on the store



Dates launch story



Eid offer · code EID20



₹20 range for distributors

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RAMA GROUP
• Exceeding Excellence •

Marketing, sales team of 10 to 20 · Sep to Dec 2022

Selling Pune a story.

Marketing for four Pune projects: festive campaigns, the company's social media, and a sales team of 10 to 20 people run through the CRM.

THE BOTTLENECK

Four projects, identical brochures, and a location buyers overlooked.

THE STRATEGY

Sell returns, not square feet.

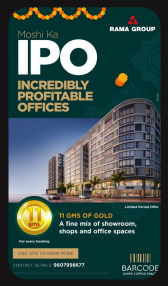
THE EXECUTION

Content psychology. Anchoring with gold on booking and daily festive urgency.
Hook framework. One big number per creative.
Compliance and QC. English and Marathi OOH checked line by line.

4 projects

10 days of daily offers

2 languages on highway OOH



Key visual: 11 g gold on booking



Offer of the day, Barcode



Live hoarding on NH 60, Pune

Where it started Marketing, sales and social · 2021 to 2022

Five brands before my first big title.

During and right after my MBA: a hospital launch, two marketplace launches, a sales floor and a luxury diamond brand.

THE BOTTLENECK

Five very different buyers: new parents, women buying period care, fashion shoppers, couples planning weddings and luxury diamond buyers.

THE STRATEGY

Answer the worry before they ask.

THE EXECUTION

Launches. Cloudnine's mother and child care website, NUA's Uplift, and Heart Up My Sleeves on Nykaa Fashion and Myntra.
Creators. Influencer campaigns for Heart Up My Sleeves, and Syndiora with Style Me Up With Sakshi.
Sales. Weddings and events at Hyatt and Marriott properties with OYO Weddingz.

5 brands **5** industries **1** habit: lead with the worry



Editorial still life



Statement sleeves



Tailoring meets heritage jewellery

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THE PATH

Every brand taught me one thing.

2021 to 2022	**Cloudnine Hospitals**	Trust comes before attention. A mother and child care launch needs reassurance before it needs reach.	Website launch
2021 to 2022	**NUA**	How marketplaces really convert: listings, competitive analysis and the operations behind every sale, during Covid.	Amazon and Flipkart
2021 to 2022	**Heart Up My Sleeves**	Visual consistency is what makes an emerging label memorable on Nykaa Fashion and Myntra.	Shoots and influencers
Jun to Jul 2022	**OYO Weddingz**	How people decide when the stakes are real, selling weddings and events at Hyatt and Marriott properties.	Sales and events
Jul to Sep 2022	**Syndiora**	How to position a premium product through the right creator.	Lab grown diamonds
Sep to Dec 2022	**Rama Group**	Sell the return, not the square feet, with a sales team of 10 to 20 managed on the CRM.	Real estate
Feb to Sep 2023	**Open Secret**	Content is accountable to revenue. I led a team of two across organic, performance and influencer marketing.	D2C
Sep 2023 to Mar 2025	**Reliance General Insurance**	How to move at speed inside regulatory approvals and ₹3 to 4 Cr+ of campaigns.	BFSI
May 2025 to now	**Dr Ridhima and Dr Ritesh Malik**	Without a budget, trust becomes the growth engine.	Personal brands

2020 to 2022
MBA, Marketing and Operations
Bharati Vidyapeeth University, Pune

Until Sep 2022
Digital Marketing
MICA, with UpGrad

2017 to 2020
BA English (Honours)
Amity University, Lucknow

HOW I WORK

Four moves, every brief.

01

Audit

Data, audience and constraints before ideas. At Reliance that meant IRDAI approvals. With Dr Ridhima, NMC guidelines.

02

Position

One idea the brand can own outright. Insurance became a heart leaving a billboard. A dermatologist became the doctor who helps you understand your skin.

03

Integrate

Social, OOH, film, CRM and regional in one plan. One idea, carried through creators, 3D OOH, mailers, events, regional languages and partner kits.

04

Report

Every rupee and result, reported to leadership. Trackable codes, cost per lead, saves and patient footfall. If it can't be measured, it gets redesigned.

Your next brand hire is one chat away.

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Open to **Full time roles in Delhi NCR and Lucknow**