



Portfolio.

Stories That Transform: My Work in Action

I elevate brands with strategy, narrative, and results.

Here's how I've done it.

Yukti Agarwal

Selected work

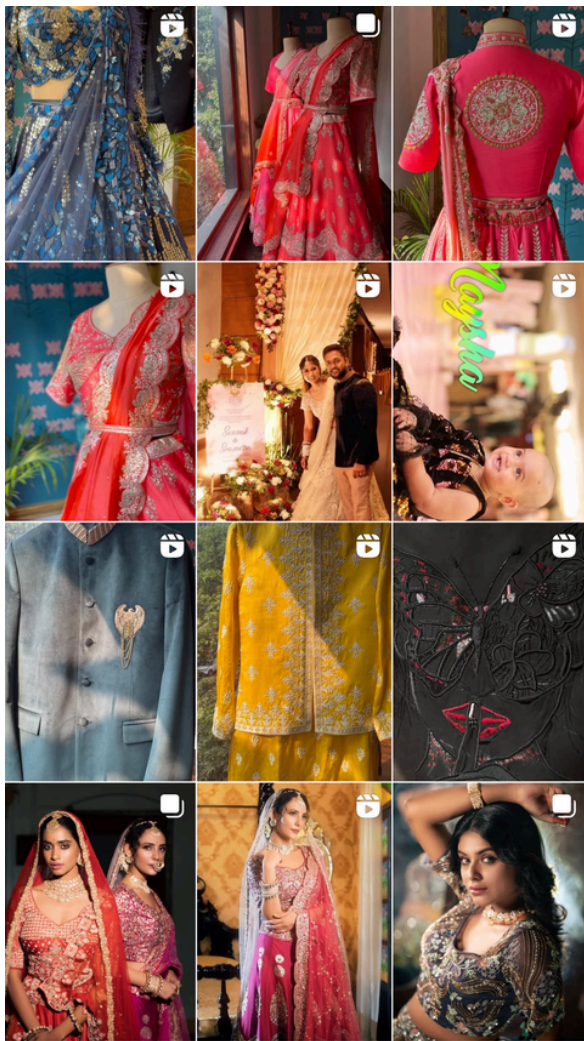
**Social Media
Alchemy:**

**Turning
Brands
into
Powerhouses**

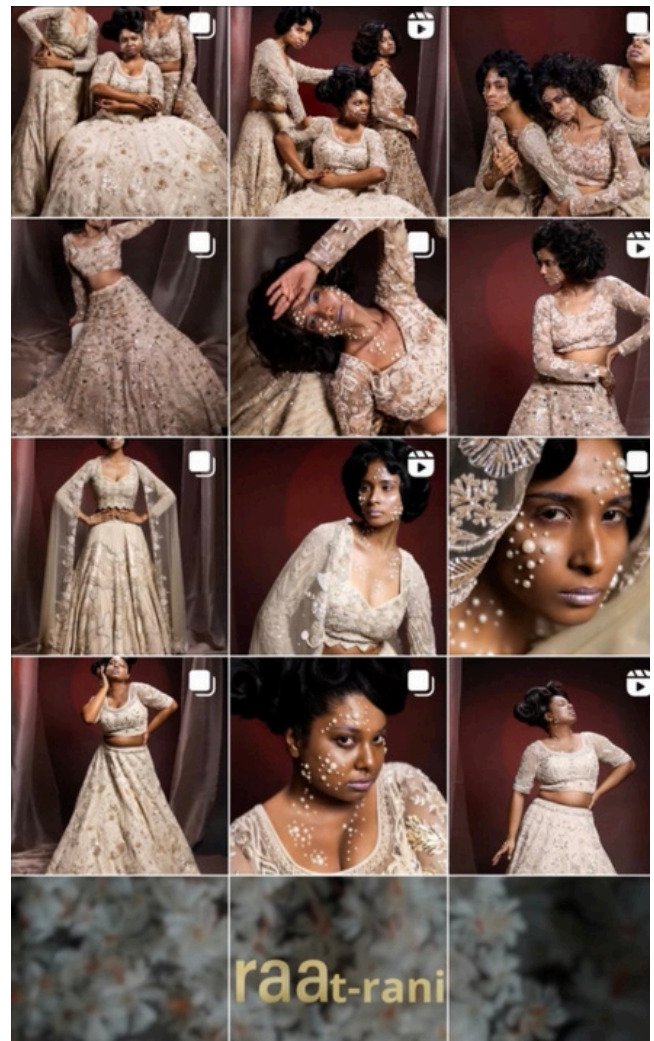


Social Media Manager | Digital Growth & Brand Visibility

1. Developed and executed data-driven content strategies, resulting in increased follower count and engagement rates.
2. Conceptualized, shot, and curated daily content, including visually compelling posts, captions, and interactive storylines tailored to the brand's identity.
3. Secured high-impact collaborations with influencers and relevant brands, boosting audience reach and brand credibility.
4. Designed and implemented strategic content calendars to optimize posting schedules, maintain consistency, and drive audience retention.
5. Enhanced brand visibility through SEO-optimized captions, engaging storytelling, and trend-driven content, leading to improved discoverability.



BEFORE



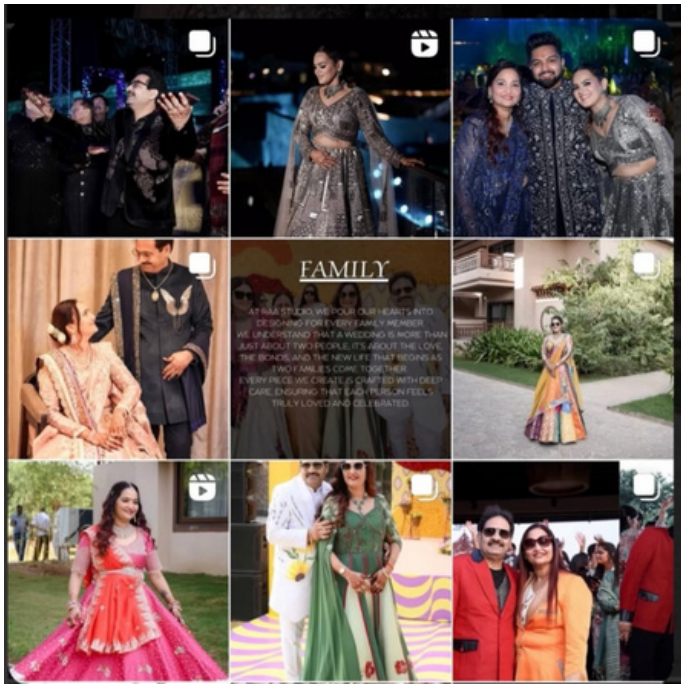
AFTER

Before & After:

Before: A brand with a beautiful product line, but an Instagram presence that didn't fully reflect its potential.

After: A luxe, unified grid—scroll-stopping content that tripled impressions and sparked buzz.

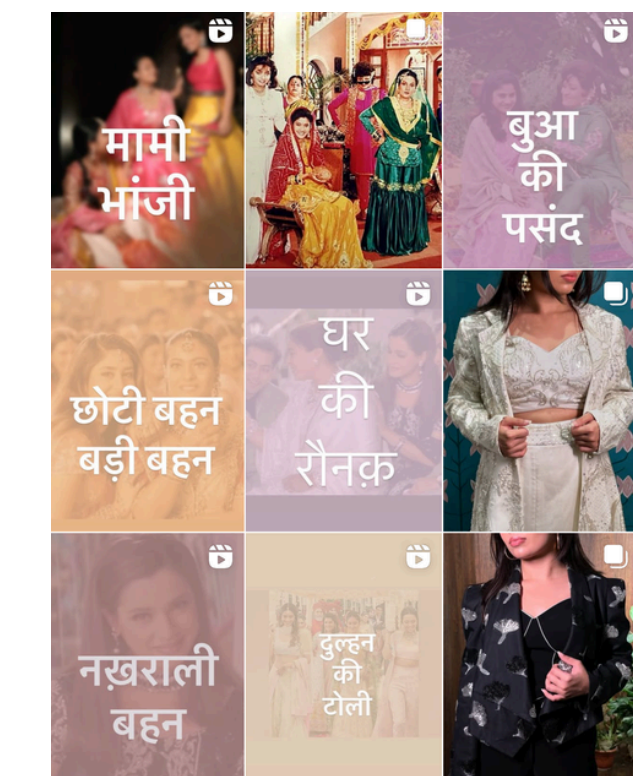
Results: Organic reach soared, engagement climbed, and RAA Studio became a name in luxury fashion—storytelling that sells.



[View Post](#)



[View Reel](#)



[View Reel](#)

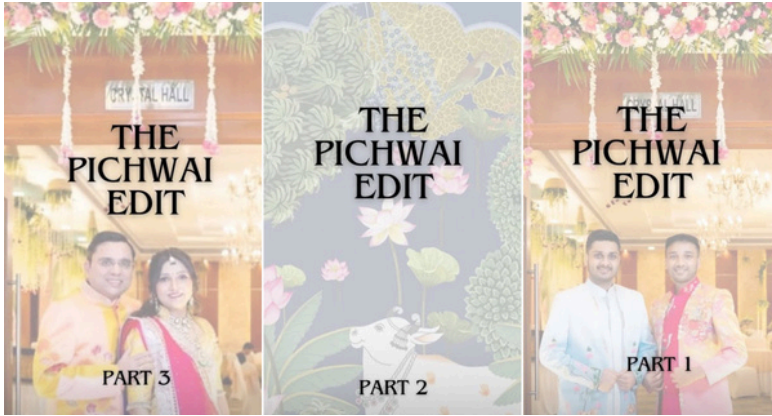
STORY TELLING POSTS
Bride and Her Family:
 Told a festive wedding story—
 couture that connected.

Why It Works:
 From flat posts to stories that
 stick—RAA's social now shines.

STORY TELLING POSTS
THE DESIGNED FOR YOU
SERIES:

Created to educate customers
 on couture customization and
 its significance.

STORY TELLING POSTS
DORIYA SERIES
 Wove luxury with emotion—a
 post that hit the heart.
 Result: Deepened follower
 loyalty—luxury with soul.



STORY TELLING POSTS
THE PICHWAI EDIT:
 Created a series to show the customisation and journey of Pichwai into the brand and the customers life.

[View Reel](#)



STORY TELLING POSTS
THE CUSTOM EDIT SERIES:
 Created to educate customers on couture customization and its significance.

[View Reel](#)



SELF SHOT CONTENT

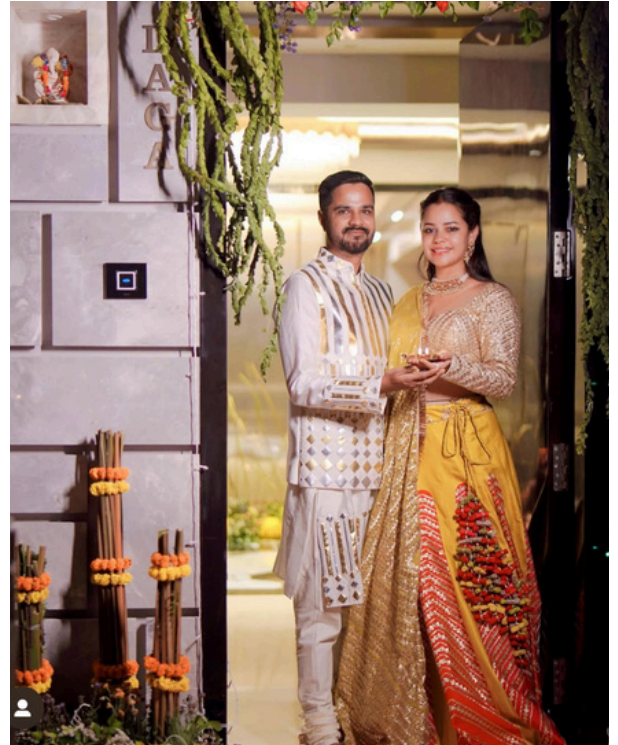
Personally conceptualized, shot, and modeled content to create authentic brand storytelling.

[View Reel](#)

Selected Influencer & Celebrity Marketing Success



[View Reel](#)



[View Reel](#)



[View Reel](#)



[View Post](#)

**Content
Writing
That
Engages
&
Converts**

IOVT

...

Content Writer | Fashion AR & Digital Innovation

1. Developed engaging blogs and social media content (Instagram & LinkedIn) on Fashion AR trends and innovations.
2. Created compelling narratives around AR/VR applications in fashion, including virtual fashion shows, interactive filters, and brand prototypes.
3. Implemented SEO strategies to enhance content visibility, drive engagement, and raise awareness about AR's impact on the fashion industry.
4. Researched and analyzed industry trends, ensuring content remained relevant, innovative, and data-driven.



Content Writer | Luxury Brands & Real Estate Content

1. Researched and wrote SEO-optimized articles on luxury brands, high-end real estate, and premium lifestyle trends to drive website traffic.
2. Crafted engaging content on topics such as luxury brand evolution, affluent consumer behavior, and emerging market trends.
3. Enhanced brand visibility by integrating targeted keywords, meta descriptions, and SEO best practices.
4. Ensured brand consistency by aligning content with Luxury Abode's voice and positioning in the luxury market.



[ALL BLOGS FOR LUXURY ABODE](#)



Content Writer | Luxury Brand Storytelling & SEO Optimization

1. Crafted SEO-optimized blogs on luxury timepieces, enhancing website visibility and organic reach.
2. Researched global watchmaking trends to create high-quality, engaging content tailored to luxury audiences.
3. Developed brand-centric narratives, showcasing craftsmanship, heritage, and innovation in haute horology.
4. Aligned content strategy with marketing goals, driving audience engagement and increasing website traffic.
5. Utilized keyword research and on-page SEO techniques to improve search engine rankings.

[!\[\]\(4729e517bc6a7cd81c8025b9646574fb_img.jpg\) WATCHES AND WONDERS 2024](#)

[!\[\]\(cbe80b694ebd74fcfe136a095b608235_img.jpg\) TIMEPIECES OF GREATNESS:](#)

[CRICKET LEGENDS AND RISING STARS AT THE WORLD CUP 2023](#)

[!\[\]\(cbe2492b119e39e02a1dab2af4a4b296_img.jpg\) LARGER THAN LIFE](#)

Marketing Impact: Data-Driven

Amul

The Taste of India

Marketing & Sales Intern | FMCG Market Research & Product Development

1. Conducted in-depth market research for Amul's ketchup launch, analyzing competitor pricing, positioning, and consumer demand.
2. Assisted in product development by contributing to packaging strategies and promotional planning.
3. Gathered consumer insights through structured surveys and market testing, influencing strategic decisions.
4. Developed competitive analysis reports, identifying key trends and opportunities in the FMCG sector.
5. Gained hands-on experience in FMCG marketing, refining go-to-market strategies for new product launches.

