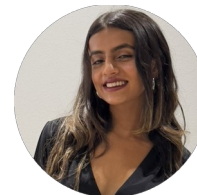


Ameesha Talreja

CONTENT STRATEGIST & SOCIAL MEDIA MARKETER

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I help brands grow through content strategy and storytelling — planning, creating, and executing campaigns from first concept to final post. My design background shapes how I approach marketing: every calendar, caption, and shoot gets the same attention to craft as to strategy. I'm equally comfortable directing a photoshoot, writing the copy that goes with it, and reading the numbers that come after.

INTERNSHIPS

Graphic Designer & Content Strategist, Wrk In Progress [@wrkinprogress.in](https://www.wrkinprogress.in)

Feb – Apr 2025

- Owned content strategy and calendars for multiple client brands at once, keeping each one visually distinct within tight turnarounds.
- Edited and planned content — Reels, Stories, and static posts — end-to-end, from concept to final export.

Creative & Marketing Intern, HIVADO [@thehivado.official](https://www.thehivado.official)

May – Jul 2024

- Redesigned product packaging from concept through to final production files, balancing shelf appeal with brand identity.
- Planned and directed photoshoots, then posted and managed content across Reels, Stories, and static posts over a two-month run.
- Led influencer partnerships to extend brand reach, and developed two marketing campaigns end-to-end, from research through to launch.

Sales, Marketing & Design Intern, K2 Fragrances

May – Jul 2025

- Owned the full client cycle across six briefs spanning pharma, automotive, and retail — from the first sales call through to final packaging.
- Designed a ten-variant perfume box system and four flyer concepts, then hand-finished over two hundred units for delivery.

SOCIAL MEDIA PORTFOLIO

Beyond internships, I've built and run brand and community accounts from the ground up — content, strategy, growth, and voice.

Beware, FLAME University — Founder & Social Media Lead [@bewareflame](https://www.bewareflame)

Most recent · strongest performance to date

Built the entire Instagram presence from scratch for Beware, my interdisciplinary major project — content strategy, reels, and community growth handled solo. Despite a small follower base, content consistently broke out to non-follower audiences, with a single reel reaching 17,300+ views.

35,400+ views and 13,779 accounts reached in 30 days (92% from non-followers); profile visits up 6,324% over the previous month.

The Social Disdancing — Co-Founder & Content Lead [@thesocialdisdancing](#)

Co-founded an online dance-class movement during COVID-19. The account stayed modest in size, but content consistently achieved strong organic reach, driving sign-ups for donation-based classes that raised approximately ₹30,000–₹50,000 for migrant worker food relief.

Girl Up Karnataka — Social Media Head (2021) [@girlupkarnataka](#)

Grew the account to roughly 3,000 followers during my tenure (now at 18,000). Directed campaign content and messaging around youth activism and gender equity, including a live collaboration with actor Urvashi Rautela, who publicly supported the movement.

NONORMA Bangalore — Head [@nonorma.in](#)

Led the local Instagram presence for a youth organisation challenging restrictive social norms, producing awareness-driven, social-first campaigns.

BOMUN — Social Media Head (handle pending confirmation)

Managed the Instagram account for Bangalore Model United Nations, producing delegate-facing content and conference coverage.

ROLES OF RESPONSIBILITY

- TEDx, Vidyashilp Academy — Marketing Lead, overseeing campaign strategy and promotions.
- CUIMUN, BOMUN & SMUN — Delegate; represented Brazil at Cambridge University's Model UN, with further delegate and press roles at Bangalore and school-level conferences.

SKILLS

Social Media & Marketing Social Media Strategy · Content Strategy · Content Planning & Calendars · Campaign Planning & Execution · Community Management · Brand Storytelling · Copywriting · Influencer Marketing · Instagram Marketing · Organic Growth & Reach · Social Media Analytics

Creative & Design Content Creation · Creative Direction · Photoshoot Planning & Direction · Graphic Design · Visual Storytelling · Canva · Figma · Photoshop · Illustrator · After Effects · CapCut

Strategy & Business Brand Strategy · Market & Competitor Research · Client Communication · Design Thinking · Presentation Design

EDUCATION

Degree BBA (Hons), Design Management — FLAME University, 2022–2026.

School Vidyashilp Academy — ISC 91.6%, ICSE 93.4%.

Languages English, Hindi, Kannada.

Interests Dance, travel, health and fitness, mindfulness, café culture, clay-making, sustainable and upcycled materials.

Portfolio, reels, and full account analytics available on request.