**Social Media**

LinkedIn-

Campaigns-

* Women's Day campaign- Worked on the script, planning and execution
* Management Trainee Videos- Scripting, planning and execution
* Customer Testimonial- Translation of the script, customer visit, execution and upload on all relevant platforms
* Reconnect Campaign- Wrote Scripts of 12 posts till date
* Tech Interns Video- Script and shoot

Changed profile banner across all platforms to align with the company business and goals.

Requested all the employees to update their LinkedIn banners with the company banner.

Instagram-

* Revamped Instagram with platform relevant content and design
* Posts Uploaded- 93; Out of which number of Reels were- 47
* Ran Instagram Ad-

Ad insights- Impressions- 68,858; Reach- 54,193

* Instagram Shoots for different concepts of SwatchBox- 8 till date
* The Instagram shoots included planning of different concepts, coordinating for props, going outdoors for shoots and doing the setups.

Setup the advertisement account on Meta and ran Ad across Facebook, Instagram, Messenger for Diwali sale

Started YouTube channel- Current videos- 37

Started Pinterest Page- Current posts- 36

Scheduled Uploads on the following platforms-

LinkedIn

Instagram  
Pinterest  
YouTube and YouTube shorts

Facebook

**SwatchBox and Shopify**

* Setup Shopify store for Locofast SwatchBoxes with different pages for Home, SwatchBox, Fabrics and Inspiration
* Worked on the packaging and conceptualising of Locofast SwatchBoxes
* Planned the product range and went on Fabric sourcing visits to Nehru place for 12 kits
* Did setup for the product shoots to be uploaded on Shopify
* Worked on the revised Shopify flow to keep the fabrics in focus
* Uploaded revised banner as a part of Shopify Revamp plan
* Uploaded blogs on Shopify

**Other tasks**

Collaborations and External communications-

* Collaborated with Clothes Box Foundation for World Environment Day- Donation Drive
* Collaborated with Clothes Box Foundation- Fabric Donation- Donated 150m of Rayon Crepe Fabric
* Found SEO Agency
* Referred and hired Content Writer for blogs

Events

* Organised Plant Exchange Activity on Earth Day

Content Writing

* Wrote Blogs-
* How to scale up textile business in India
* Why India needs a marketplace for Textiles
* Wrote content for Customer and Supplier Apps to be put on PlayStore
* Wrote content and worked on the design of the SwatchBox page of the main Locofast Website

Cotton and Rayon Dobbies Catalogue

* Put together PDFs and also took some pictures for the same
* Fulfilling Dobby sample queries from the sales staff

Drafted a new email signature and requested all the employees to update their email signatures with the new one.

Maintained archive of all the content put online