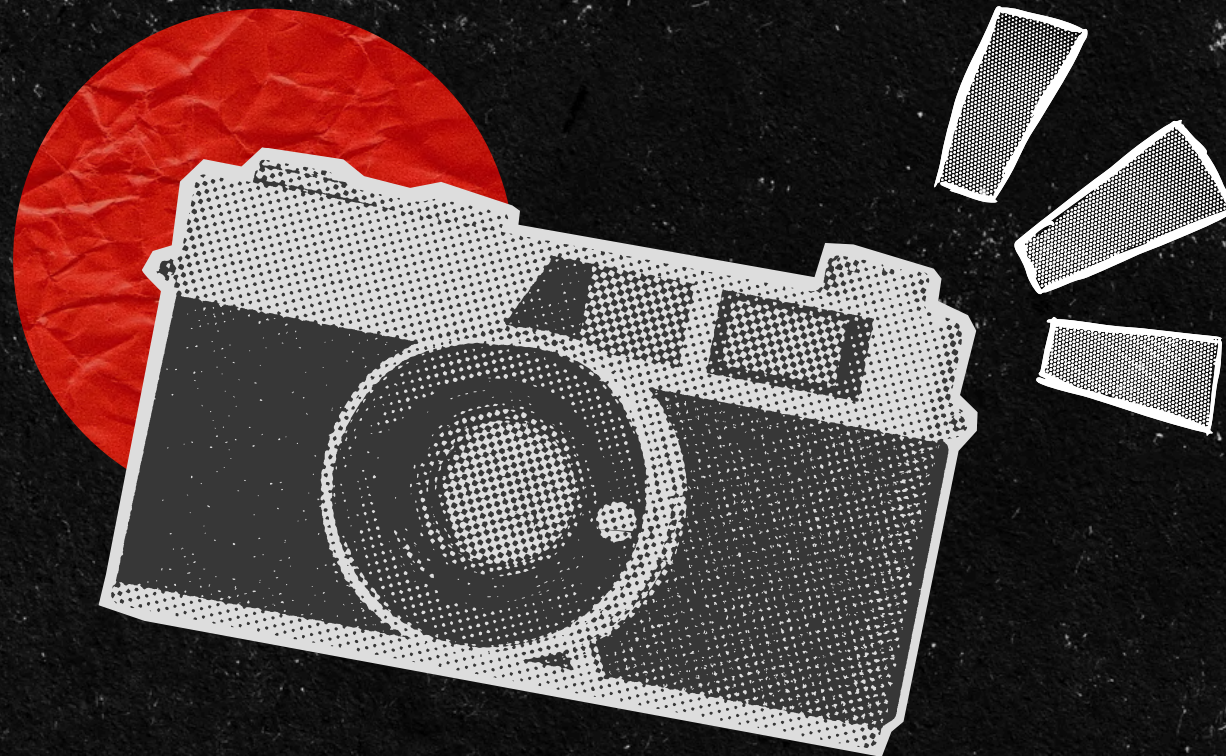


MY CREATIVE



Portfolio

SHOURYA AGRAWAL





# ABOUT ME

Hi I'm Shourya, a digital content creator based in Raipur (previously Delhi) who helps founders with social media content creation, management and creative writing (open for relocation).

As the admin of a pop-culture humour based Instagram page, I have worked with prominent creators, influencers, managed social media for startups, and garnered millions of organic views for my own content as well. I'm truly excited to apply my existing skills and learn more by exploring new challenges.



SHOURYA AGRAWAL



EDUCATION

AND

SKILLS





# EDUCATION

**Bachelor of Business  
Administration (Marketing)**

July 2017 - June 2020  
Kalinga University,  
Raipur - 492101.

**Post Graduate Diploma  
in Management (IT)**

July 2021 - June 2023  
Birla Institute of  
Management Technology,  
Greater Noida - 201306.

**Certified Digital Marketing  
Master (CDMM)**

Jan 2024 - Mar 2024  
Delhi School of Internet  
Marketing (Digital Vidya),  
New Delhi - 110017.





# PERSONAL SKILLS



CONTENT CREATION

CONTENT STRATEGY

MEME MARKETING

SOCIAL MEDIA  
MANAGEMENT

COPYWRITING

VIDEO EDITING  
(BASICS)

EFFECTIVE  
COMMUNICATION

CONTENT WRITING

CRITICAL THINKING  
AND ADAPTABILITY



PREVIOUS

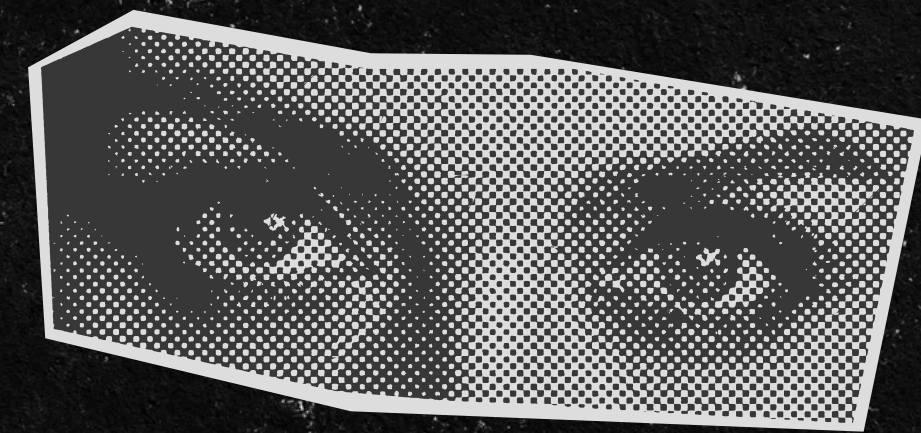


WORK

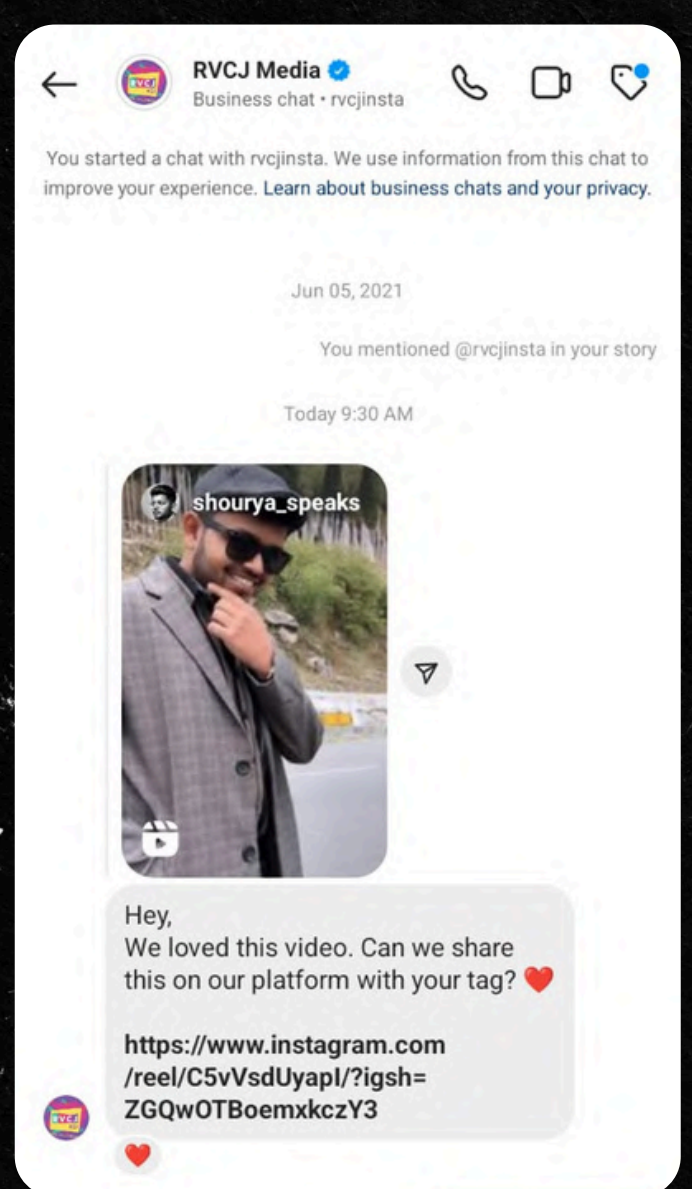
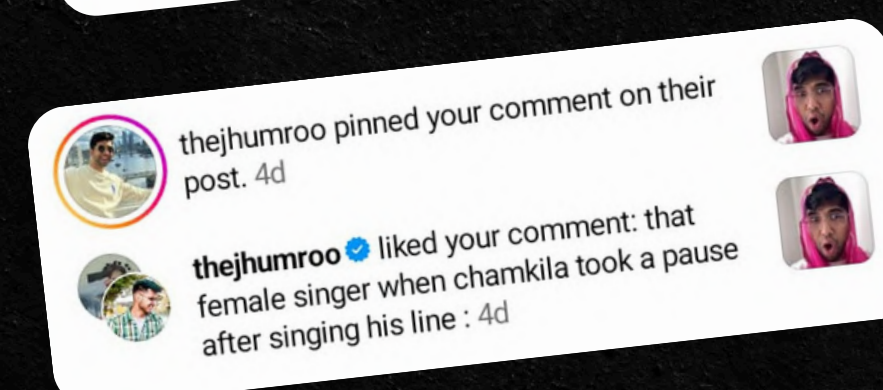
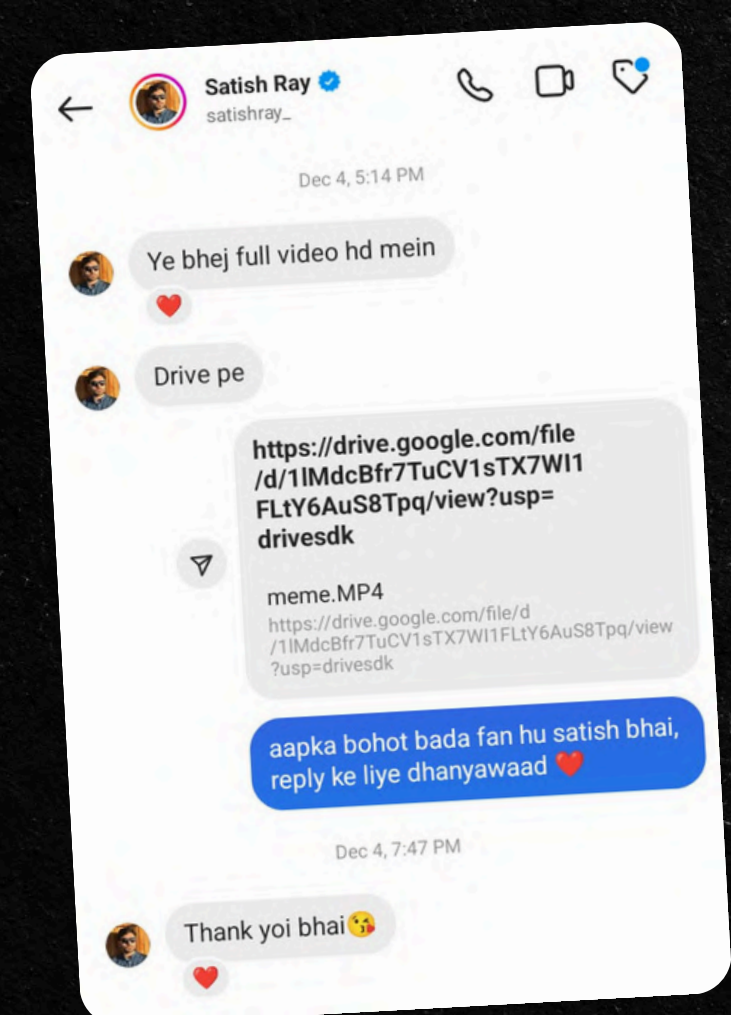
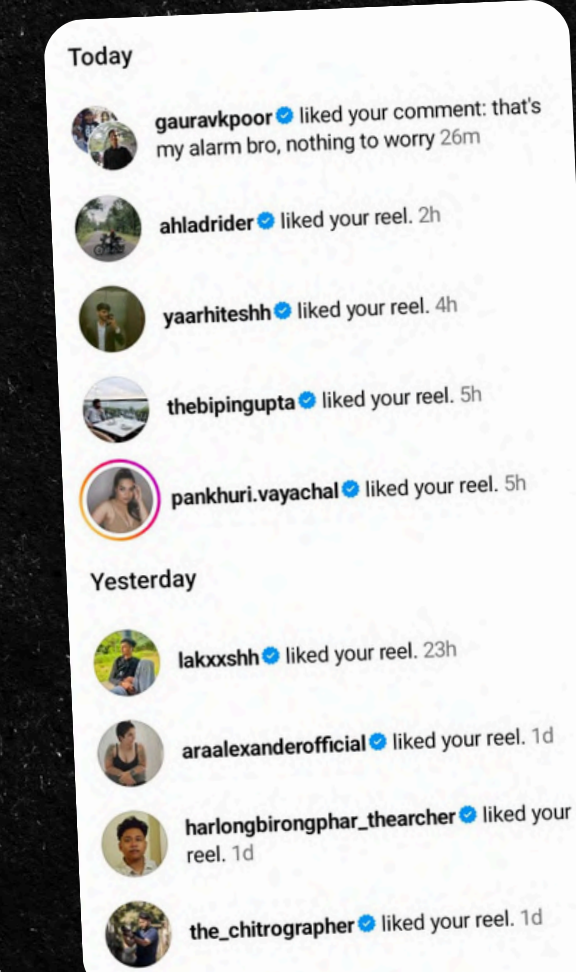
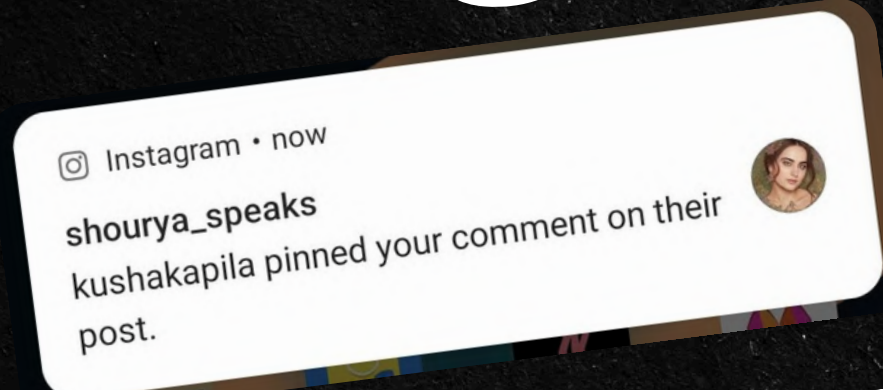




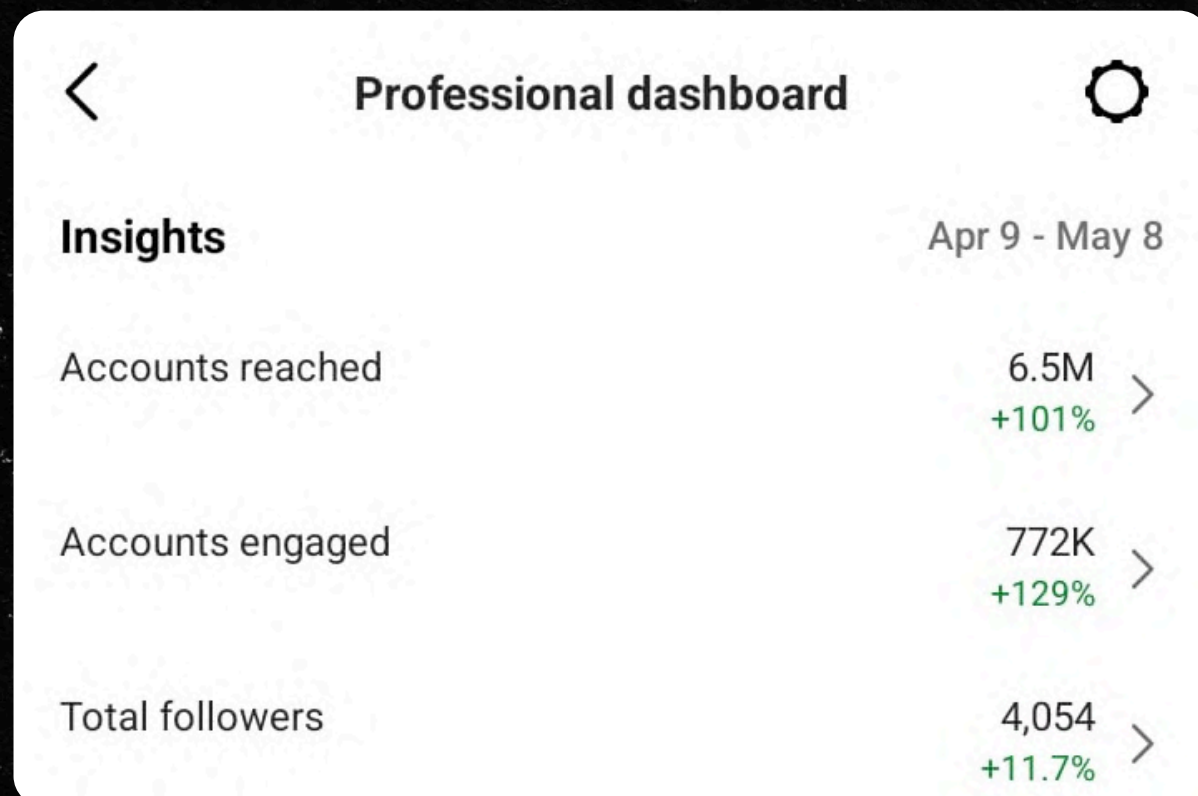
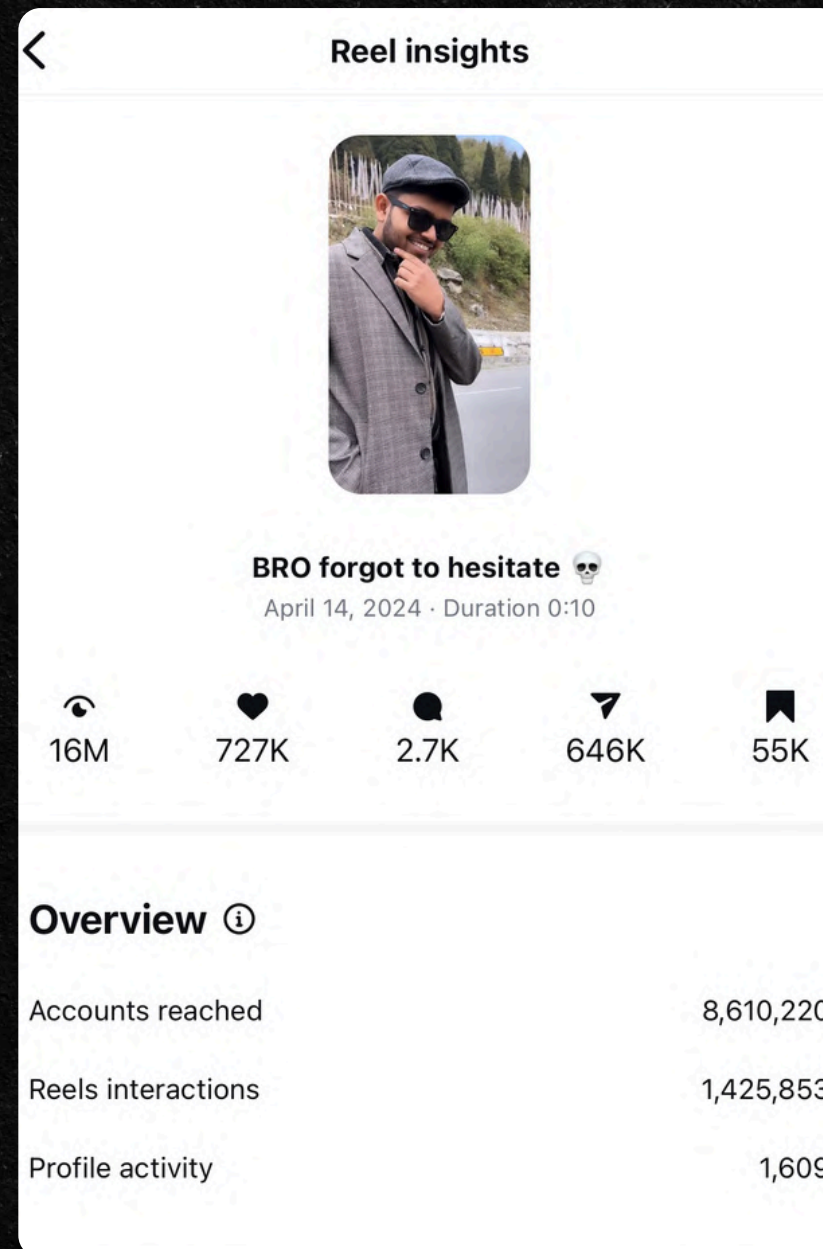
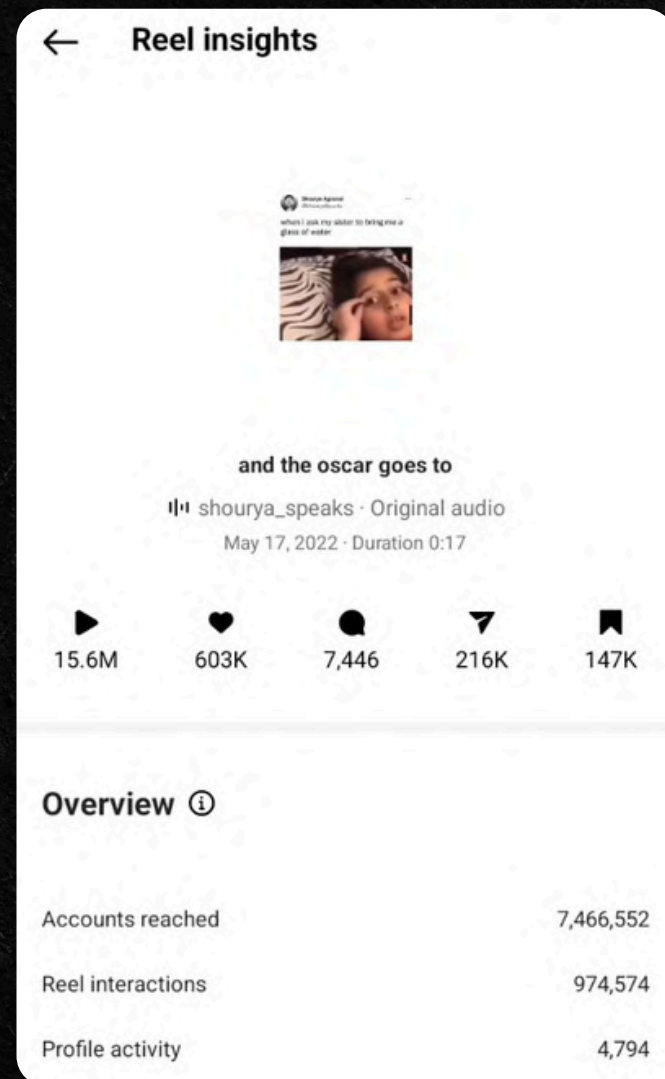
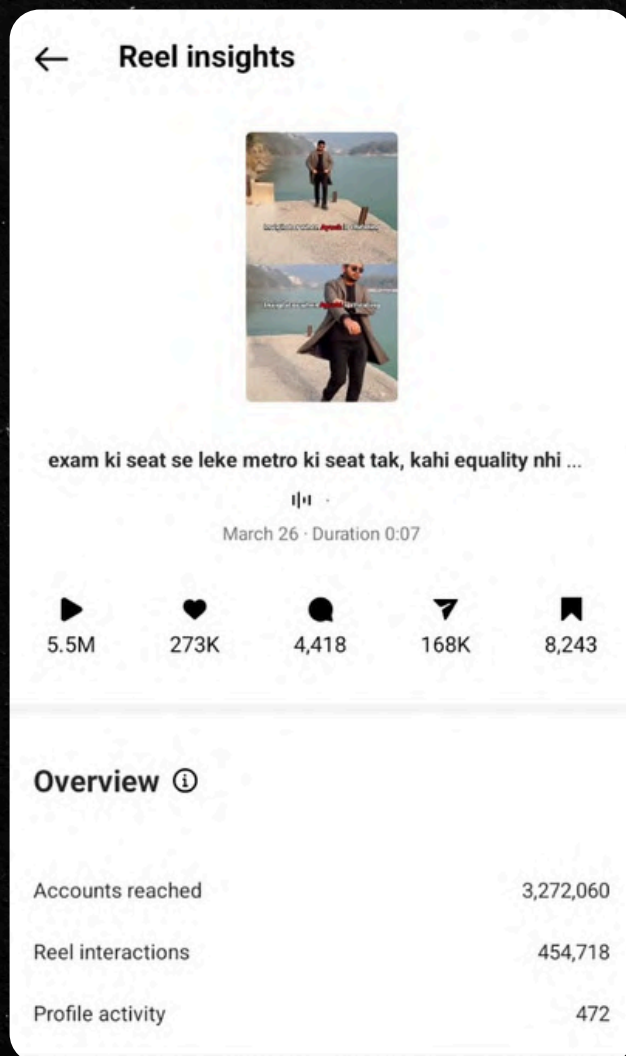
# THE ART OF GRABBING EYEBALLS..



- Here's how I engage with artists and creators on instagram through comments by effective writing. A lot of times, they have highlighted my thoughts by pinning them.
- These are some of the industry leading artists who have appreciated me and there are many more.







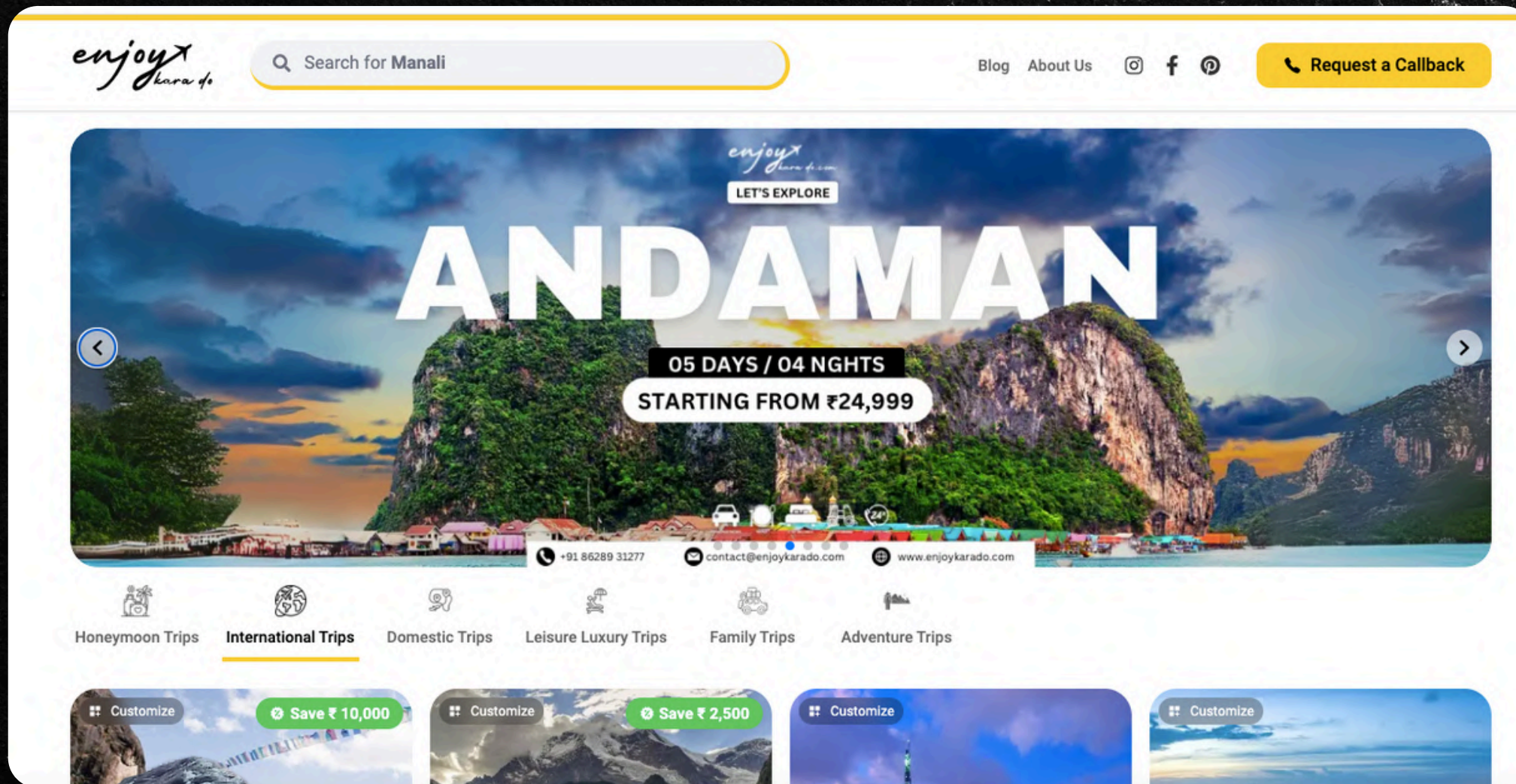
# ACHIEVEMENTS

I also value numbers instead of "gut-feelings", so here they are..

- 6.5 million+ accounts reached in 30 days.
- A recent reel has crossed 16 million+ views and 600k+ likes & shares.
- Got 1 million views within 24 hours!
- My memes and videos got featured on multiples pages like RVCJ, The Indian Memes, Emo Bois of India, etc.







# ENJOYKARADO.COM

- EnjoyKaraDo.com is a travel and culinary platform founded by actor/creator Satish Ray. Launched in 2023, it blends vivid travel guides, global food adventures, and tailored trip planning by building a community for those who crave both exploration and flavor.



- Founder of EnjoyKaraDo.com
- Actor in Panchayat Web Series
- Renowned digital content creator (1.6M subs on YT, 1.2M followers on IG)

- As a content strategist and researcher, I did almost everything. From Scripting to Shooting and recording voiceovers to communicating with editors effectively so that we can come up with engaging travel content. I also wrote blogs, created memes, engaged with influencers to cater to relevant audience.



enjoykarakarado

enjoykarakarado

622 posts

45.5K followers

32 following

Enjoy Kara Do

Travel Company

We help you customise your trip.

By @satishray\_

3000+ Happy customers 😊

Domestic and international

enjoykarakarado

Ab toh RCB bhi  
playoff mein  
chali gyi..

Tum trip par  
kab jaoge?

enjoykarakarado

Liked by rawatshilpa9 and 2,021 others

enjoykarakarado Ee Sala Trip Naamde ! 🍷

enjoykarakarado

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Latest from Enjoy Kara Do

Pashupatinath Temple

All Things You Need To Know About Pashupatinath Temple

03/05/2025, 05:21 pm

By the gentle flow of the Bagmati River in Kathmandu lies the Pashupatinath temple, a sacred heaven for millions of Hindus all around the globe. This...

Read more >

NETRAVATI PEAK

Everything You Need to Know About the Netravati Peak in...

27/04/2025, 03:51 pm

Netravati Peak, nestled in the Chikmagalur district of the beautiful coastal state of Karnataka, is a destination that is still not explored til...

Read more >

TOP OFF-BEAT PLACES IN HIMACHAL PRADESH

Skip the Queue: Top Off-Beat Places in Himachal Pradesh...

30/03/2025, 09:59 am

Manali, Kufri, Shimla, etc., have now become too mainstream travel destinations in Himachal Pradesh. Nowadays, if you truly want to...

Read more >

TREKKING IN SIKKIM

Trekking in Sikkim: A True Adventure and Natural Bliss

30/03/2025, 09:25 am

Sikkim, a place less explored, and an absolute natural bliss. Located in the North-East India, Sikkim is one of the best destinations to explore when it...

Read more >

That Moment when Everyone Agrees for the Trip

5.6M

My Friend's Expectation whe He'll Arrive at Bangkok Airpo...

3.7M

Me outside that friend's house who always cancels the TRIP.

3.5M

My friend after calculating actual budget of trip

3M

After cancelling the TRIP

1.7M

My friend's only need for the trip

1.6M

Thailand BOYS trip 2024

Manali Trip 2024

Goa dream Trip 2024

1.5M

Me while Choosing my Career

Me while Choosing my Next

1.4M

Me : Bhai kuch bhi hojaye agle janam me soth me Trip par jaroor chenge !

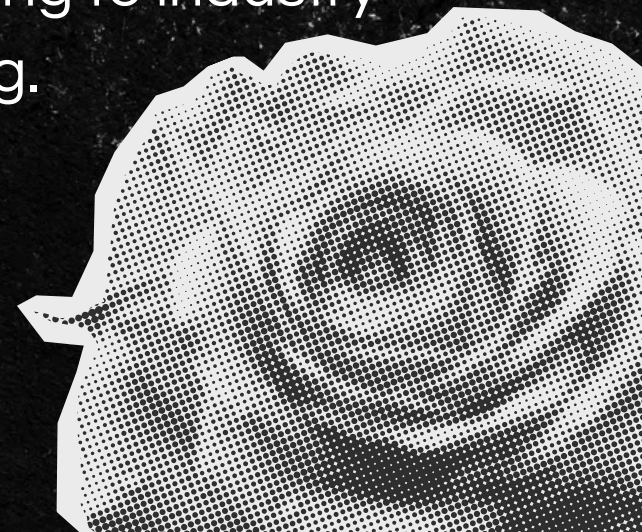
1.2M





# BODYANDBUTTER.COM

- BodyandButter is a premium handmade soaps brand launched, who have made good quality premium products that don't just focus on solving one problem but treats various skin conditions with its organic solutions.
- Here, my contributions were executing multi-platform strategies for SEO, content, and social media. I helped in boosting brand visibility and engagement through data-driven campaigns by adapting to industry trends while actively learning.





# Welcome to Body & Butter

Experience the smoothness of Body & Butter Handmade Soaps. Our luxurious Soaps are specially crafted to nourish and hydrate your skin, leaving it feeling soft and supple. Indulge in the rich and creamy texture that melts into your skin, providing deep moisturization and a heavenly scent. Treat yourself to the ultimate pampering experience with Body Butter.

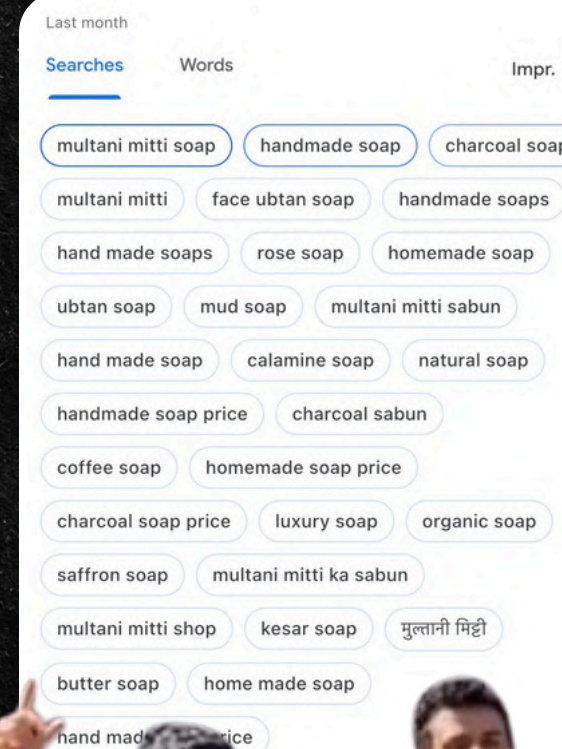
Discover our Collection ↷



26,988  
India



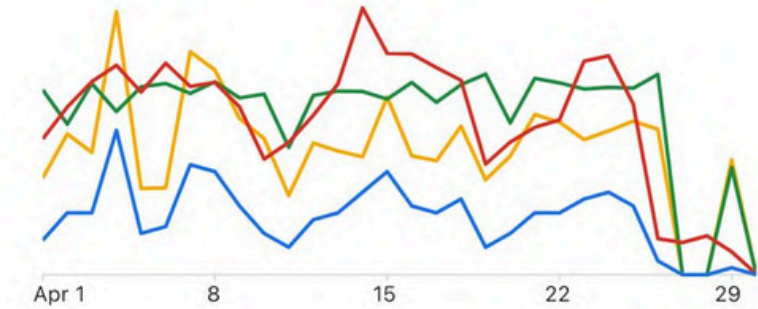
View more



Clicks 246

Impr. 27K

CTR 0.91%



Searches

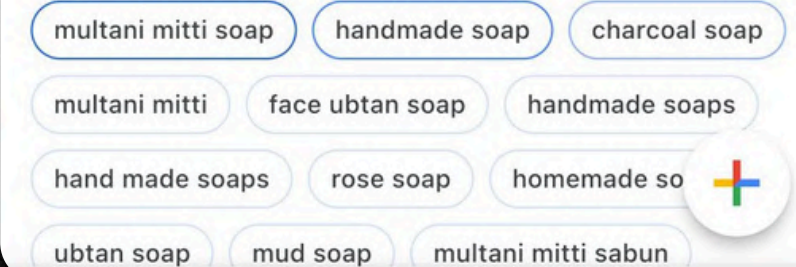
Top searches and words within searches where people saw your ads

Last month

Searches

Words

Impr. ▼





NATURAL, HANDMADE & LUXURIOUS

# Multani Mitti Soap



REDUCES WHITEHEADS & BLACKHEADS

CONTROLS ACNE & BREAKOUTS

NATURAL CLEANSING & COOLING AGENT

Body & BUTTER

NATURAL, HANDMADE & LUXURIOUS

# Kesar Soap



HEALS SKIN WOUNDS

HYDRATES YOUR SKIN

REDUCES SKIN PIGMENTATION

features of ANTI AGING SOAP



- ✓ Natural Glow
- ✓ Purifies your skin
- ✓ Improve skin texture
- ✓ Younger skin

Buy it now



• Natural ingredients

• Handmade production


• For All Skin Type

# Organic Soap

BY THE BODY&BUTTER

GET PROMO for your first order

10%



# ORGANIC SOAP BARS

★★★★★

Luxurious, handcrafted soap bars made with top quality, all natural ingredients. Great for nourishing and moisturizing the skin

[www.bodyandbutter.com](http://www.bodyandbutter.com)



Natural soaps for everyone



# Happy Mother's Day

GIVEAWAY

Enter for a chance to win a  
**Cotton Kaudi Kaftan**

Click Here

...

JYOSCLOSET.COM

- Jyo's Closet is a sustainable fashion brand where customization meets sustainability. It provides high-quality, women-centric clothing that blends ethnicity with modern fashion.
- As a freelance strategist, my contributions included executing multi-platform strategies for content and social media. I helped boost brand visibility through meme marketing and influencer collaborations.





# Jyo's Closet

## COTTON SUIT

Jaipuri cotton straight kurta paired with cigarette pants & duppta with intricate border.



# Jyo's Closet

## COTTON INDIAN SUIT

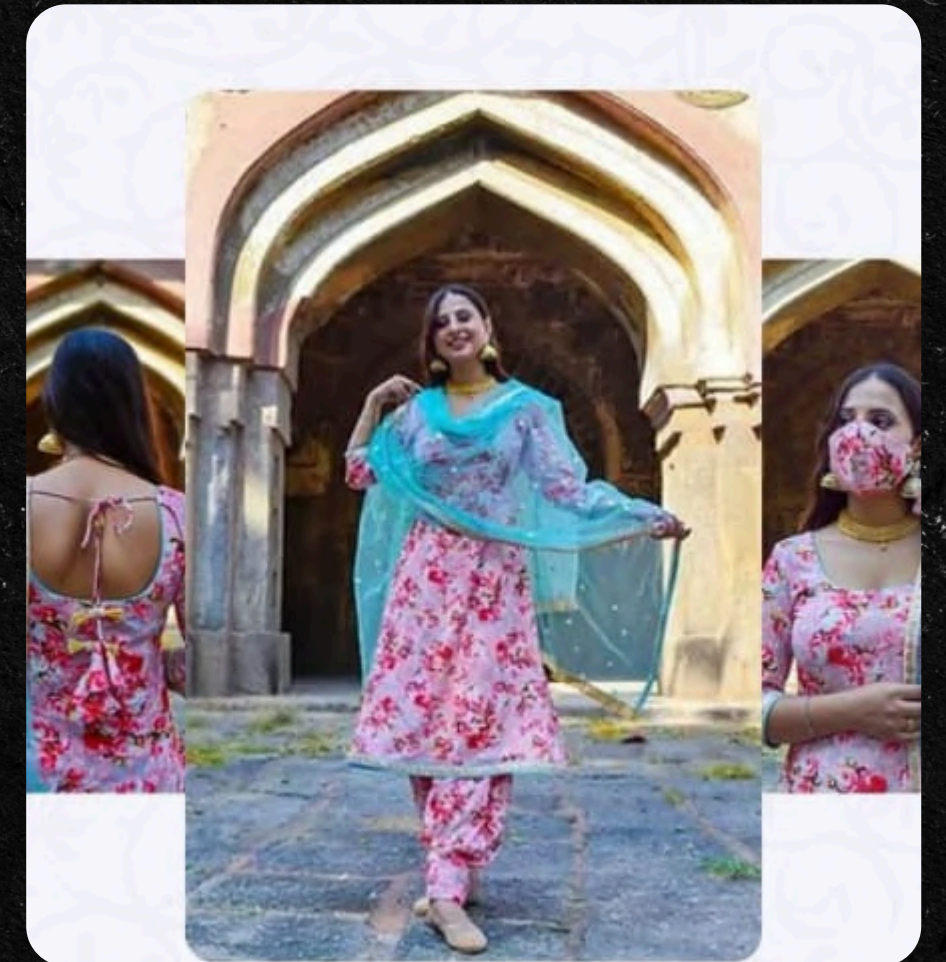
Elegant Indian suit featuring lace detailing, crafted from pure cotton, with cigarette pants for a chic look.



# Jyo's Closet

## COTTON ANARKALI

Vibrant yellow Jaipuri cotton Anarkali set with pants & duppta, adorned with intricate white lace detailing.





# TESTIMONIALS



**KARAN SETIA**

**FOUNDER  
BODYANDBUTTER.COM  
(NEW DELHI, INDIA.)**

Working with Shourya has been a delightful experience. His expertise in social media marketing and content creation is truly impressive. During his tenure, he undertook various tasks and projects including paid campaigns and completed them successfully with best of his abilities. I'd highly recommend him to anyone looking for a dedicated and talented social media guy!



**JYOTI  
CHAUHAN**

**FOUNDER  
JYOSCLOSET.COM  
(NEW DELHI, INDIA.)**

I had the pleasure of collaborating with Shourya on several social media campaigns, and meme marketing. I was consistently impressed by his professionalism and creativity. His ability to create engaging content that resonates with our target audience was remarkable. I have full confidence in his abilities and would wholeheartedly endorse him to anyone seeking a dedicated creative social media marketer.



**SARAH TUCCI**

**NATIVE ENGLISH TUTOR  
(PHILADELPHIA, USA.)**

Shourya has been an invaluable addition to my teaching journey. His exceptional skills in social media marketing and content creation have significantly enhanced my online reach. His ability to craft compelling and error-free content showcased his command over the English language, which is essential in my line of work. I have no hesitation in recommending him to anyone seeking a talented individual who can elevate their brand's messaging and engagement!



# MENTORS

• As a content creator, I got to learn so much through my freelance gigs with some of the biggest names of the industry.

salonayyy



1,320 posts

1.4M followers

605 following

Saloni Gaur

Comedian

Still can't believe that my parents allowed me to follow my passion without getting an MBA degree

saloni@iplix.in

gauravkpoor



830 posts

1.2M followers

1,076 following

Gaurav Kapoor

Comedian

Work Queries - gauravkapoorcomedy@gmail.com

gauravkapoorlive@gmail.com

Upcoming Show Links

tanyamaniktala



493 posts

884K followers

644 following

Tanya Maniktala

Are we all lost stars?

youtu.be/FK\_GwyD4V04?si=7HwrRTefsb11kJ...

darshanraval



347 posts

19.2M followers

142 following

Darshan Raval

Darshan Raval for you

444.6K members







# CONTACT



hi@shouryaagrawal.com



shouryaagrawal.com



Raipur, India - 492001.



+91-7999466020





THANK YOU FOR YOUR VALUABLE TIME,  
LET'S ELEVATE YOUR SOCIAL GAME!!

