

CHANCHAL VERMA

Creative Brand & Content Strategist | Social & Campaign Storytelling

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ABOUT ME

Creative Brand & Content Strategist building structured storytelling systems across social and lifecycle channels. Skilled in defining content pillars, owning multi-platform calendars, and aligning brand storytelling with campaign objectives. Experience includes retention messaging, influencer-aligned strategy, and high-volume content production.

WORK EXPERIENCE

Nek by Jar | Content Writer (Social Media) | July 2024- Mar 2025

- Developed platform-native Instagram storytelling including reel concepts, captions, and influencer scripts aligned with campaign objectives
- Structured content themes ensuring narrative consistency across campaigns

Snapmint | Senior Associate Content Writer | Oct 2023- Jul 2024

- Led multi-channel lifecycle messaging (Push, WhatsApp, SMS) supporting retention and repeat engagement campaigns
- Increased push notification CTR from 0.7% to 2-3% through messaging refinement
- Independently managed Instagram publishing alongside lifecycle initiatives

Reshamandi | Creative Content Writer | Feb 2023- Oct 2023

- Developed SEO-informed blog and product storytelling to support e-commerce visibility and brand positioning.

GIVA | Content Strategist | Feb 2022- Jan 2023

- Owned and structured Instagram content calendar, publishing 90+ posts monthly, aligned with weekly launches and festive campaigns
- Defined core content pillars enabling high-volume, scalable production
- Contributed to 5K+ average weekly follower growth during festive campaign month
- Drafted 40-50 Shopify product descriptions weekly along with developing Meta ads and website content

Synshell | Influencer Manager and Strategist | Jan 2021- Oct 2022

- Managed content calendars for 5 influencers simultaneously
- Structured influencer-aligned content pillars
- Developed blog and long-form storytelling supporting brand positioning

EDUCATION

Master of Fashion Management

National Institute of Fashion Technology, Mumbai | 2019-2021

Bachelor in Design (Fashion Designing)

National Institute of Fashion Technology, Kannur | 2013-2017

SKILLS

Creative & Brand Strategy

Content Marketing | Social Media Strategy | Brand Storytelling | Content Pillar Development | Influencer Alignment

Content Systems & Campaign Planning

Content Calendar Ownership | Campaign Planning | Campaign-Driven Execution | Scalable Content Frameworks

Lifecycle & Growth Marketing

Lifecycle Marketing | Push, WhatsApp & SMS Messaging | Retention Marketing | Performance Marketing Collaboration | Engagement Optimization

SEO & E-commerce Content

SEO Content Writing | Product Descriptions | E-commerce Content Strategy

Tools & Platforms

Canva | Shopify | Meta Ads Platform | Instagram | AI-Assisted Content Tools

CERTIFICATIONS & ONGOING LEARNING

Google – Digital Marketing & E-commerce (ongoing)

MyCaptain – Digital Marketing, Marketing & Creative Writing