

MLP - 41 - Kraftshala

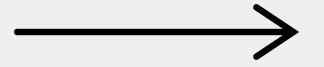
PROOF OF WORK



Shreya Singh

[Shreyasingdigital.in](https://shreyasingdigital.in)

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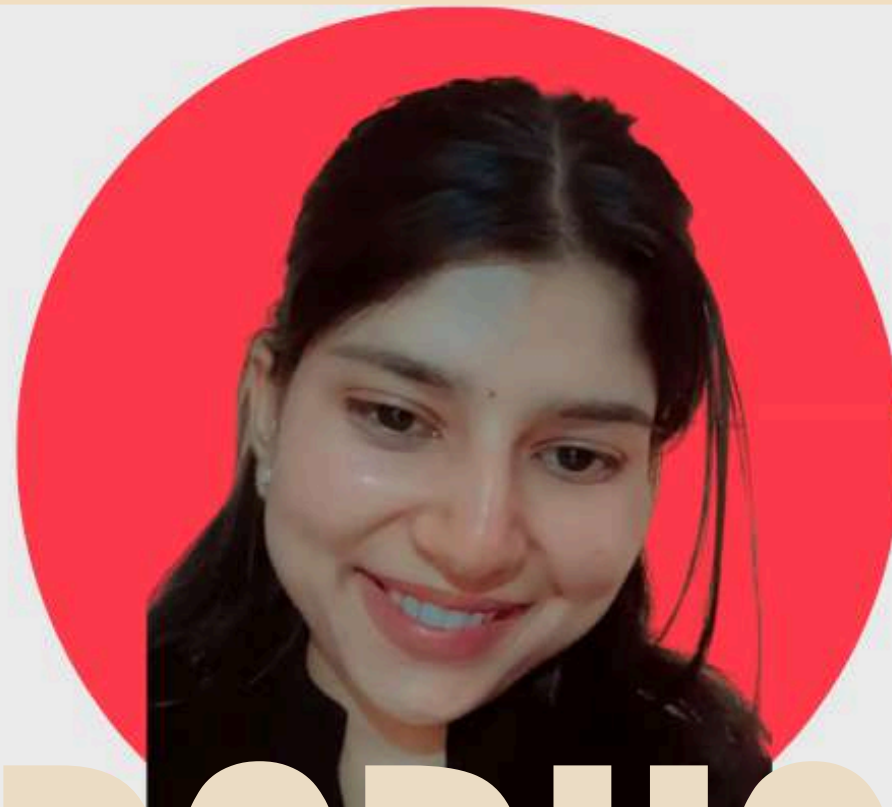
Reel Content

Social Media Strategy

Thank You

 shreyasinghd0810@gmail.com

Shreya
Singh



DIGITAL
MARKETER

Performance.

Creativity.

Growth.

INTRODUCTION

A snapshot of my work across blogs, Instagram Reels, and the Bewakoof Athleisure launch, focused on strong content ideas and platform-specific execution.

Shreya Singh

Shreyasingdigital.in

WHO

I'm a Digital Marketer Trainee with hands-on experience working on live campaigns across performance marketing, SEO, and content. I enjoy learning by doing-taking ideas from strategy to execution and optimizing them using real data and insights.

AM I?

With a background in computer applications, I bring a tech + creativity mindset, combining data analysis, user behavior, and platform-first thinking to build effective, conversion-focused digital experiences. I'm eager to keep experimenting, learning, and delivering measurable impact as I grow in the performance marketing space.

MY TOOL BOX

PERFORMANCE MARKETING

GOOGLE ADS

Meta Ads

KEYWORD RESEARCH & AD
COPYWRITING

BUDGET PLANNING

DATA ANALYSIS

CREATIVE & STRATEGIC THINKING

PROBLEM SOLVING

COMMUNICATION

ADAPTABILITY

TEAM COLLABORATION

CAMPAIGN STRATEGY &
OPTIMISATION

CONTENT PROOF OF WORK



Reel Content

Platform-first, engagement-focused storytelling



Blog Content

Research-driven, value-led writing

Campaign Strategy

Full-funnel social media strategy



CONTENT LEADERSHIP

&

STRATEGIC OWNERSHIP

What I Led (Beyond Creation)

- Defined the role of each asset in the larger content ecosystem
- Aligned formats to audience intent (discovery vs consideration)
- Ensured consistency between brand voice, platform logic, and launch objective

Strategic Thinking Behind the Mix

- Reels used to drive attention and relevance on social
- Blogs built for depth, credibility, and long-tail value
- Launch content designed to introduce the product without hard-selling

Ownership Lens

- Took responsibility for what was created, why it was created, and where it lived
- Ensured each asset served a distinct strategic purpose, not just volume

REEL CONTENT

Reel - 1

Kraftshala

Education-led content built to drive learning and engagement

- Platform-native reels
- Student-first storytelling to boost engagement

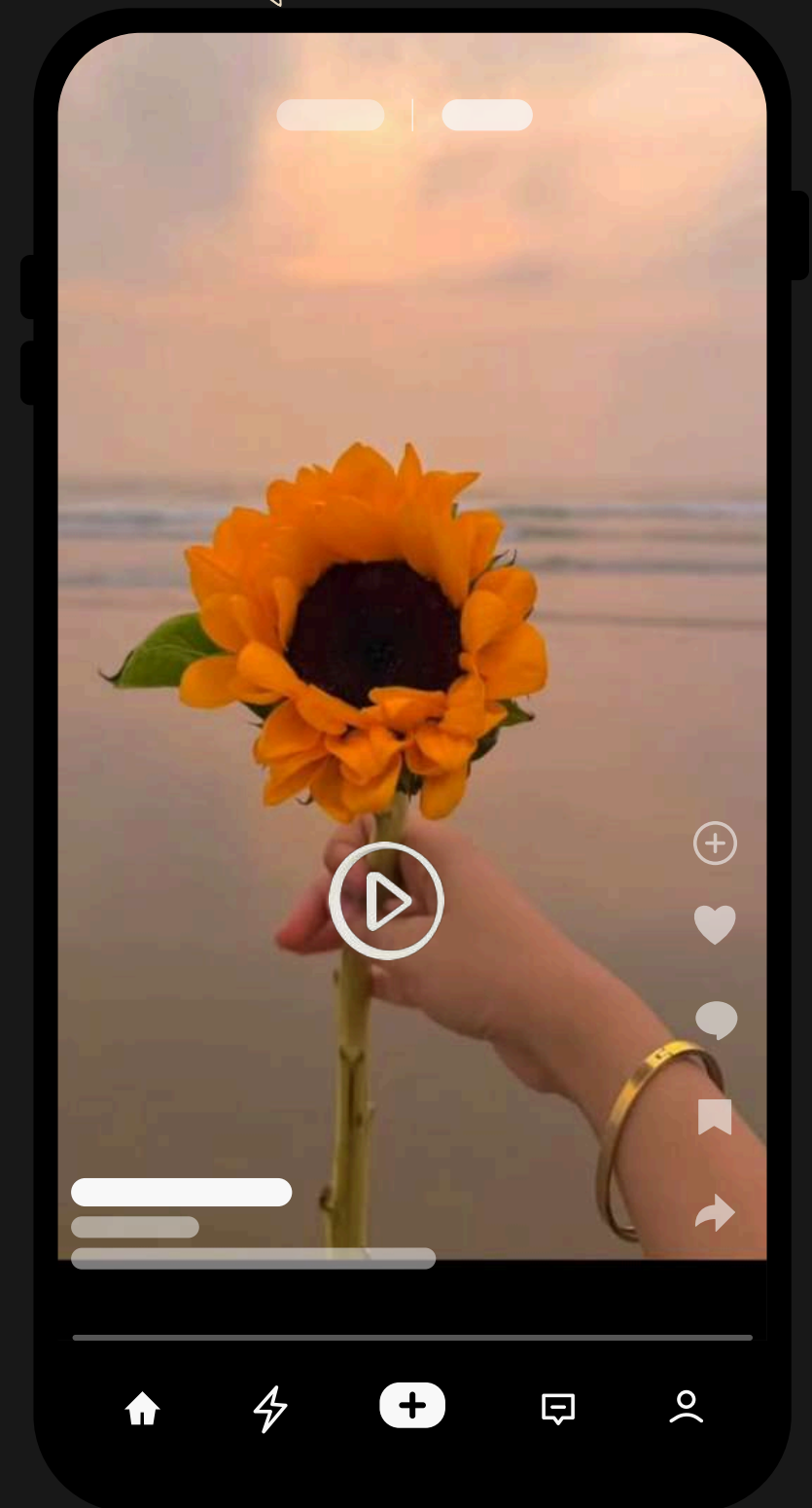
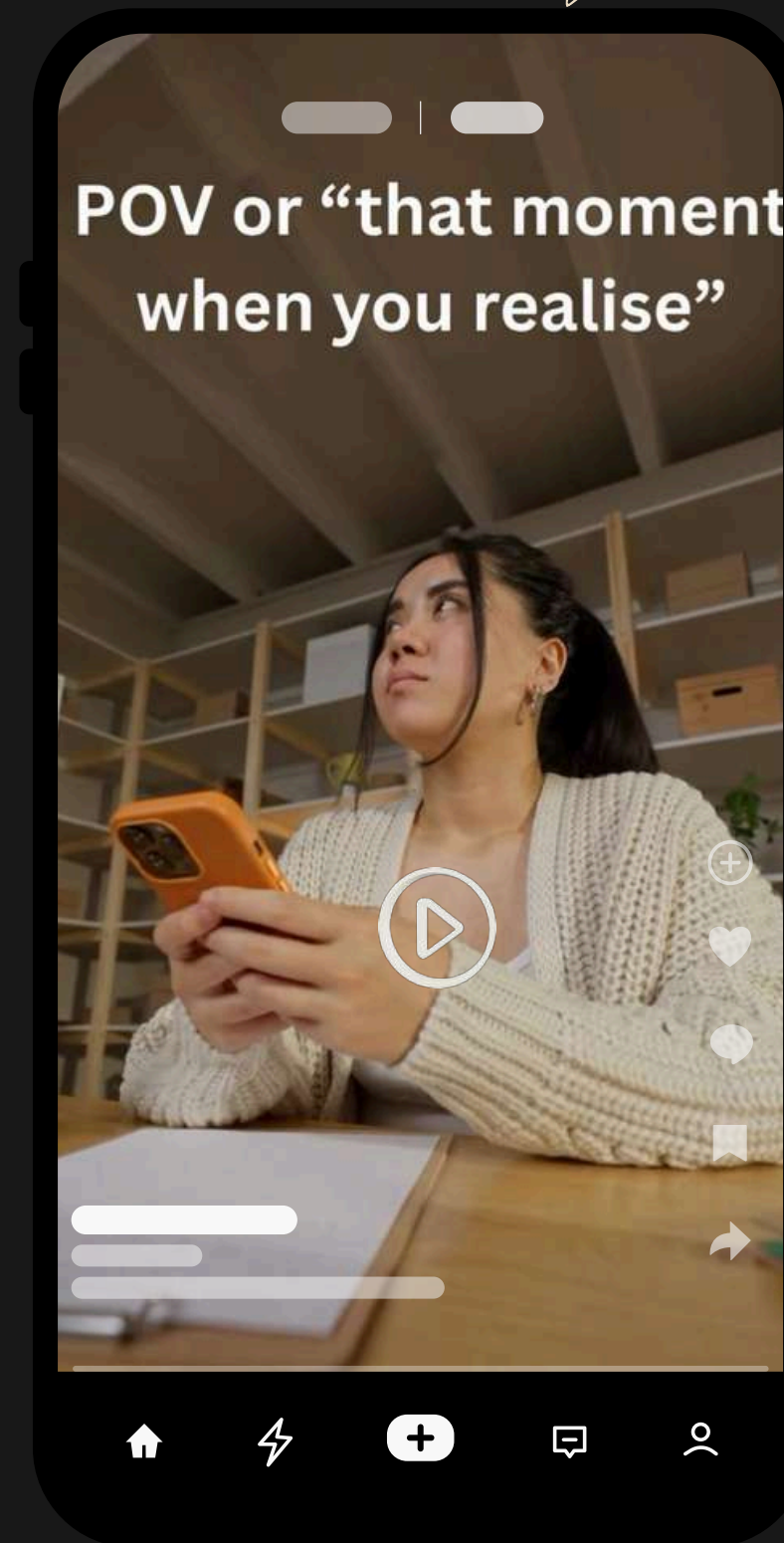
Reel - 2

Unleavables

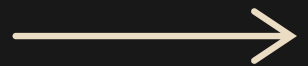
Integrated brand content execution

- Audience-first storytelling built for discovery and recall

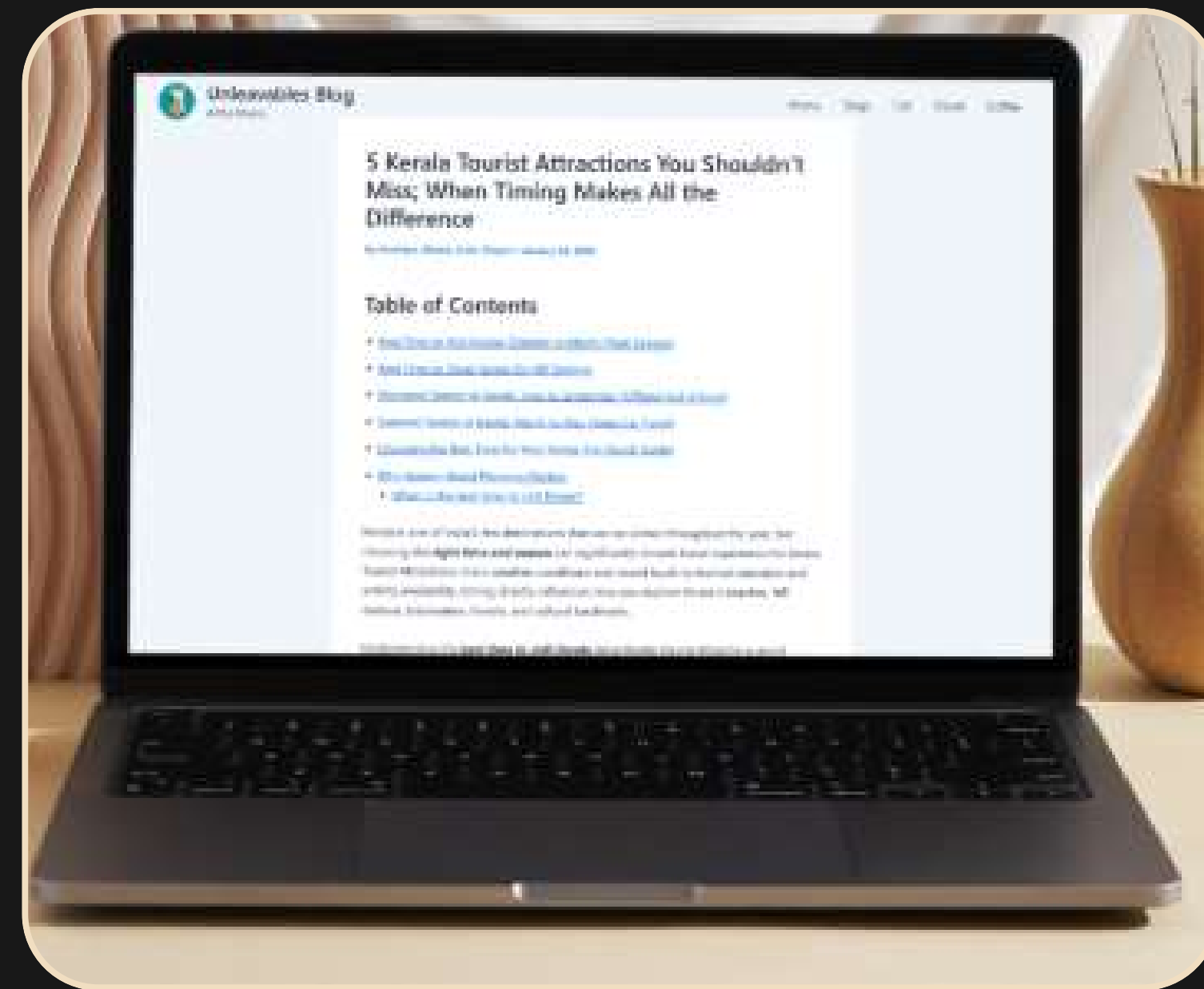
WATCH REEL



BLOG CONTENT



- Identified the “Kerala tourist attractions” content cluster (50K search volume, KD 19) as a high-potential top-of-funnel theme to drive discovery-led organic traffic.
- Developed a full-funnel SEO content asset for Unleavables by publishing a fully optimised tourism blog, “5 Kerala Tourist Attractions You Shouldn’t Miss: When Timing Makes All the Difference.”
- Executed end-to-end SEO, including keyword research, search intent mapping, E-E-A-T aligned content creation, on-page optimisation (headings, meta tags, internal linking), schema planning, and SERP feature optimisation through FAQs and People Also Ask.
- Strengthened topical authority by conducting LLM-aware research using user-generated insights from platforms like Reddit and Quora, along with competitor SERP gap analysis and citation checks.
- Led the technical SEO groundwork by auditing crawlability and indexing, analysing Core Web Vitals, improving internal linking, and identifying 15–20 high-quality backlink opportunities to support scalable organic growth.



[CLICK TO READ MORE](#)

BLOG CONTENT-2

- Explained the role, responsibilities, and importance of an SEO Executive in driving organic growth
- Covered core SEO skills, tools, and techniques across on-page, off-page, and technical SEO
- Highlighted SEO salary trends in India (2025) and factors influencing career growth
- Outlined a step-by-step roadmap to become an SEO Executive, from learning fundamentals to job readiness
- Positioned SEO as a long-term, in-demand career path with clear growth opportunities



[CLICK TO READ MORE](#)

Bewakoof

ATHLEISURE

COLLECTION



LIVE NOW



SOCIAL MEDIA STRATEGY - BEWAKOOF

- Move Loud is Bewakoof's athleisure launch celebrating self-expression in motion-funky designs with high-performance comfort at accessible prices.
- The campaign builds intrigue pre-launch through vibe-led teasers and creator POVs, followed by a high-energy launch and post-launch phase focused on product reveal, styling versatility, performance proof, and UGC to drive consideration and sales among 18–32 yr olds.

MEET THE TEAM MLP41 B-16



SOWMIYA



SHREYA SINGH



DIVYAM KUMAR



AMITH GOWDA M



PROJECT BRIEF

Bewakoof.com is launching a new Athleisure Collection that combines funky designs with high-performance wear. The target audience is 18 to 32 years old who are expressive, opinionated, and seek hatke styles at great prices. The launch is on 1st April, with campaigns running from 29th March to 5th April.

You must propose your own campaign idea (Examples: Sweat in Style, Gym wears as unique as you, Explore your true gym wear, etc.). The timeline should be divided into Pre- Launch and Post-Launch phases.

First study other Athleisure brands on Instagram and identify their content pillars. Then define the role of content for each stage, breaking it down further if needed.

Create a day-wise posting plan specifying what goes live each day.

WELCOME TO OUR BRAND

Bewakoof is a youth-first lifestyle brand that celebrates individuality, self-expression, and a bold point of view.

Known

for its quirky design language and relatable humour, the brand

creates fashion that resonates with India's expressive 18-32 audience.

Bewakoof consistently blends trend-forward aesthetics with everyday comfort, making style accessible at honest prices. With a strong digital presence and a community-driven approach, the brand empowers young consumers to wear what they feel-without taking fashion too seriously.

Visit Website

ALLEYES
ON YOU



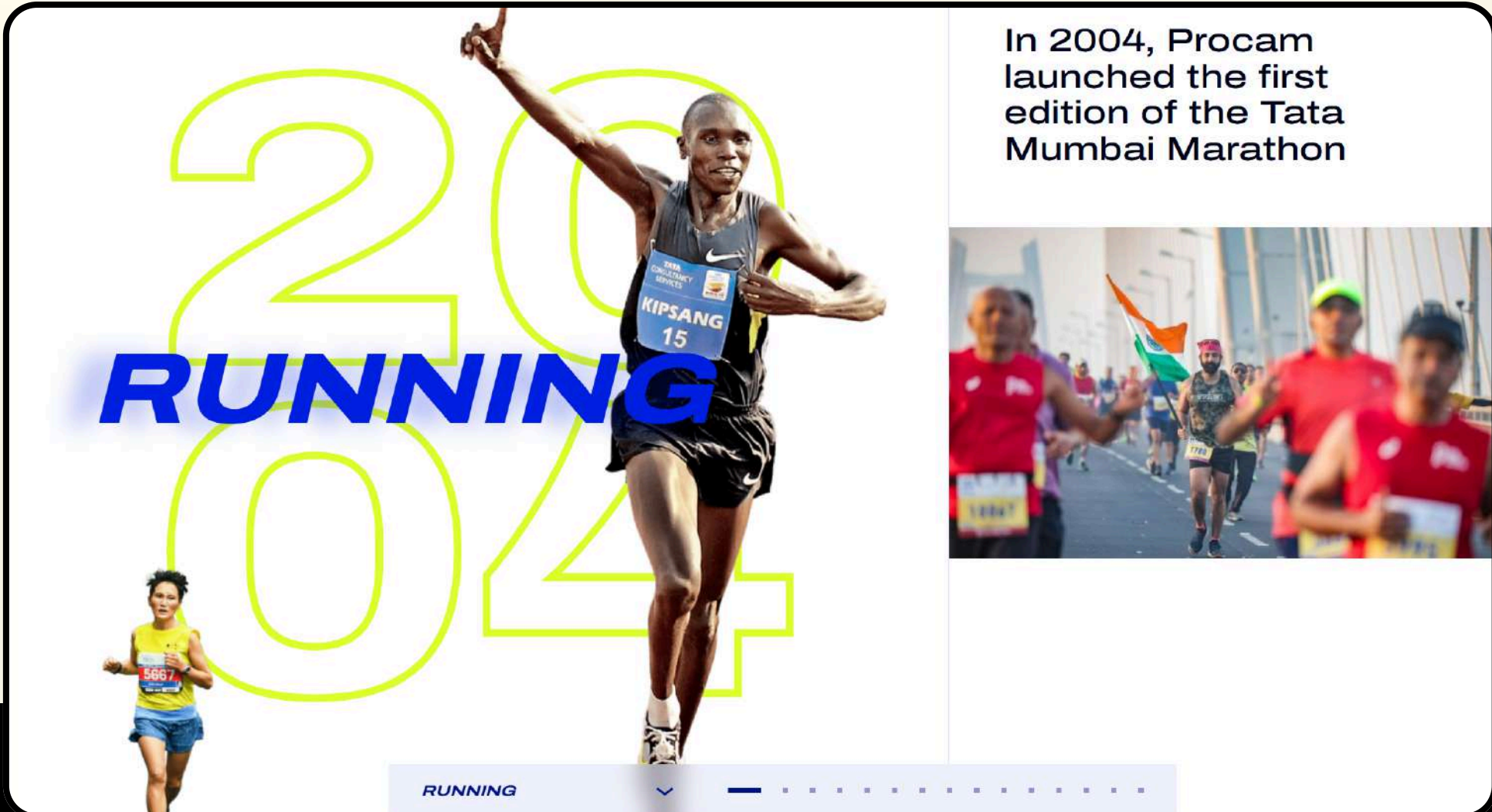


#MoveLoud

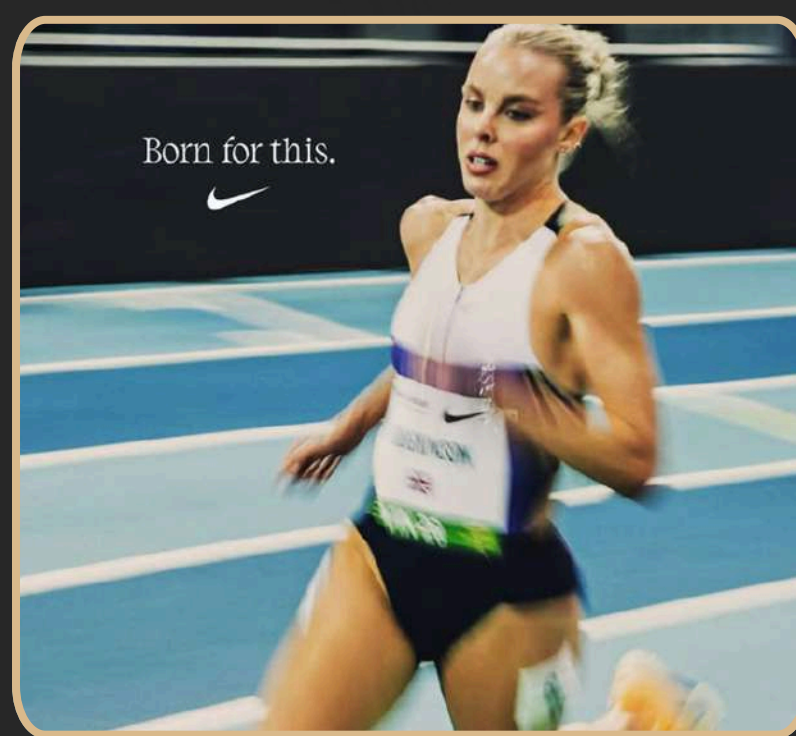
Procam Slam

Campaign Vision - #MoveLoud
The vision of the #MoveLoud campaign is to inspire young individuals to express themselves confidently through movement while embracing fitness as a form of self-expression. With Bewakoof's athleisure collection, the campaign encourages people to stay active comfortably, confidently, and in their own unique style.

CAMPAIGN VISION



In 2004, Procam launched the first edition of the Tata Mumbai Marathon



[Link to the Post](#)



COMPETITOR ANALYSIS



[Link to the Post](#)

NIKE - Positions itself as a performance-first, purpose-driven sports brand that empowers athletes of all levels. It combines innovation, elite athlete endorsements, and strong cultural influence to inspire confidence, ambition, and self-belief.

Content Strategy - Focuses on inspirational storytelling, athlete journeys, social impact narratives, and high-impact campaign films that motivate audiences while reinforcing innovation, performance, and the “Just Do It” mindset.

Why Does It Work - This post works because Nike connects its “Born for this” message with Keely Hodgkinson breaking a world record on her birthday, creating a strong emotional story. The action-focused visual and subtle branding make it inspiring, authentic, and engaging.

Reebok - Focuses on fitness-driven sportswear with a heritage in training, combining performance functionality with casual athletic style.

Content Strategy - Emphasizes fitness culture, training communities, and lifestyle storytelling to connect sport, wellness, and everyday active living.

Why Does It Work - This post works because Reebok combines a strong action visual with clear event details and benefits like expert training and nutrition tips. The clear CTA and local focus create urgency and encourage registrations.

COMPETITOR ANALYSIS



pumarunning 



[Link to the Post](#)

Puma - Blends performance sportswear with street-style fashion, using athlete culture, bold collaborations, and versatile designs to appeal to both fitness and everyday lifestyle audiences.

Content Strategy - Focuses on trend-driven product drops, athlete storytelling, and culture-led content that connects sport, music, and fashion to stay relevant with youth.

Why Does It Work - This post works because Puma uses a playful caption to grab attention while subtly promoting the Deviate 4 shoes. The light humor makes the brand feel relatable, the clean action visual highlights performance, and the clear launch info creates product interest without sounding overly sales-focused.

TIMELINE

PRE - LAUNCH (March 28- 30)

DAY -1

Announce the association with Procam Slam and create early curiosity around the collection.

DAY -2

Highlight performance features and connect the gear to endurance readiness.

DAY -3

Showcase key details and build anticipation for the official reveal.

DAY -4

The official drop of Bewakoof Athleisure. Introducing the collection and setting the tone for #MoveLoud.

DAY -5

Highlighting key pieces from the collection with strong visuals. Focusing on fabric, fit, & everyday performance

DAY -6

UGC challenge launch inviting the community to share movement-led content using #MoveLoud.

DAY -7

Community amplification showcasing real participant entries to build social proof and FOMO.

DAY -8

Winners reveal and final push combining UGC celebration with a limited-time conversion offer.

POST - LAUNCH (April 3 - 5)



LAUNCH DAY (APRIL 1 - 2)

PRE LAUNCH DAY - IMAGE

DAY 1 (29TH MARCH)

CAPTION

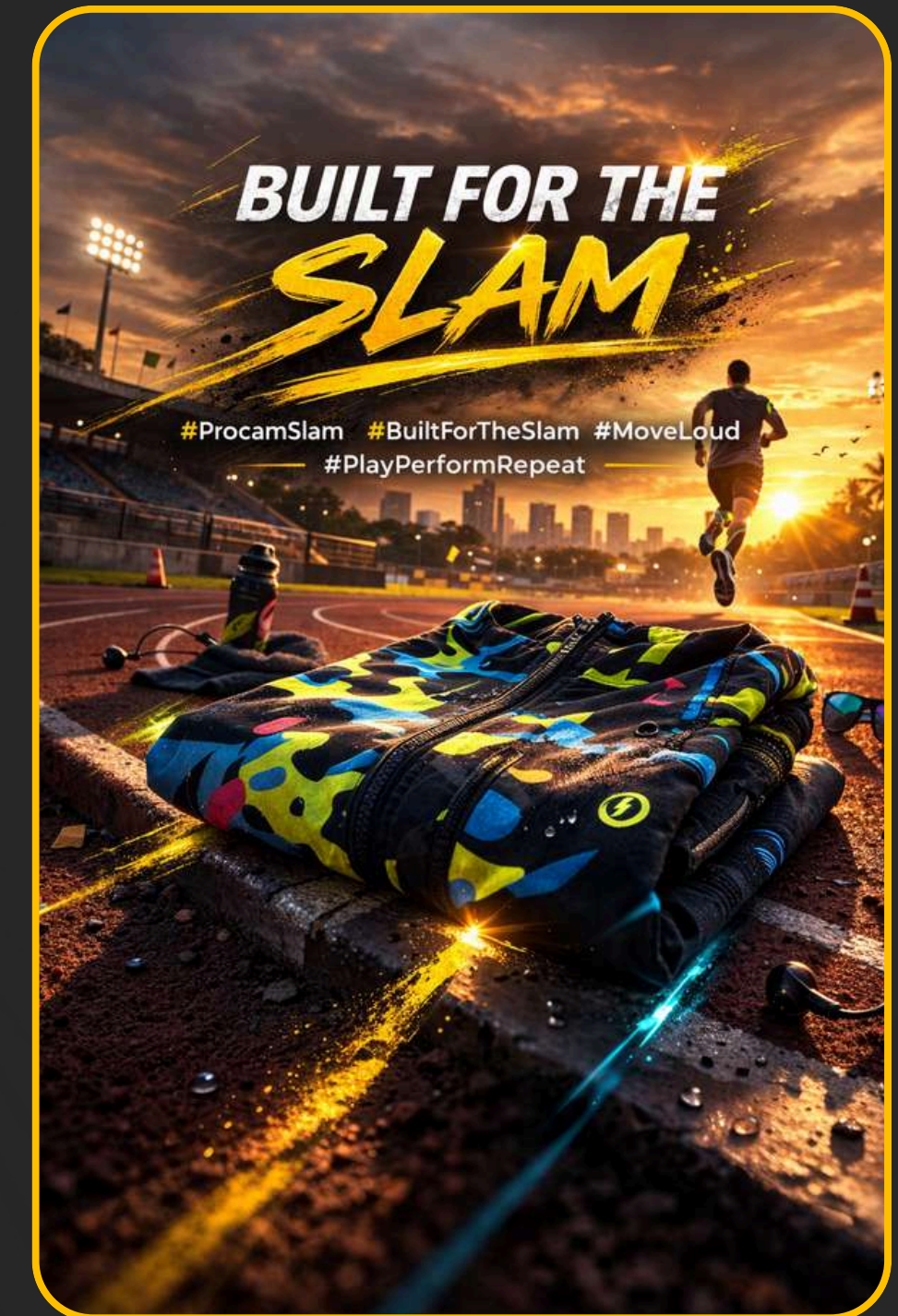
Four cities. Four distances. One Slam. Procam Slam tests your endurance at every kilometer. When the challenge gets real, your gear should too. Something built for the Slam is coming. #ProcamSlam #BuiltForTheSlam #MoveLoud #PlayPerformRepeat #Bewakoof

PURPOSE

To establish early association between the new athleisure collection and the intensity of the Procam Slam. This post builds credibility by aligning the brand with endurance running culture while creating intrigue around the upcoming drop. It shifts perception from casual athleisure to performance ready gear designed for serious runners preparing for long-distance challenges.

CONTENT ROLE

A sunrise running track visual symbolizing preparation and discipline. The product is partially revealed to maintain suspense, with bold typography reading "BUILT FOR THE SLAM." The minimal reveal builds curiosity while visually connecting the collection to the running ecosystem and race-day mindset.



PRE LAUNCH DAY - REEL

DAY 2 (30TH MARCH)

CAPTION

Move harder.

Stretch further.

Stand louder.

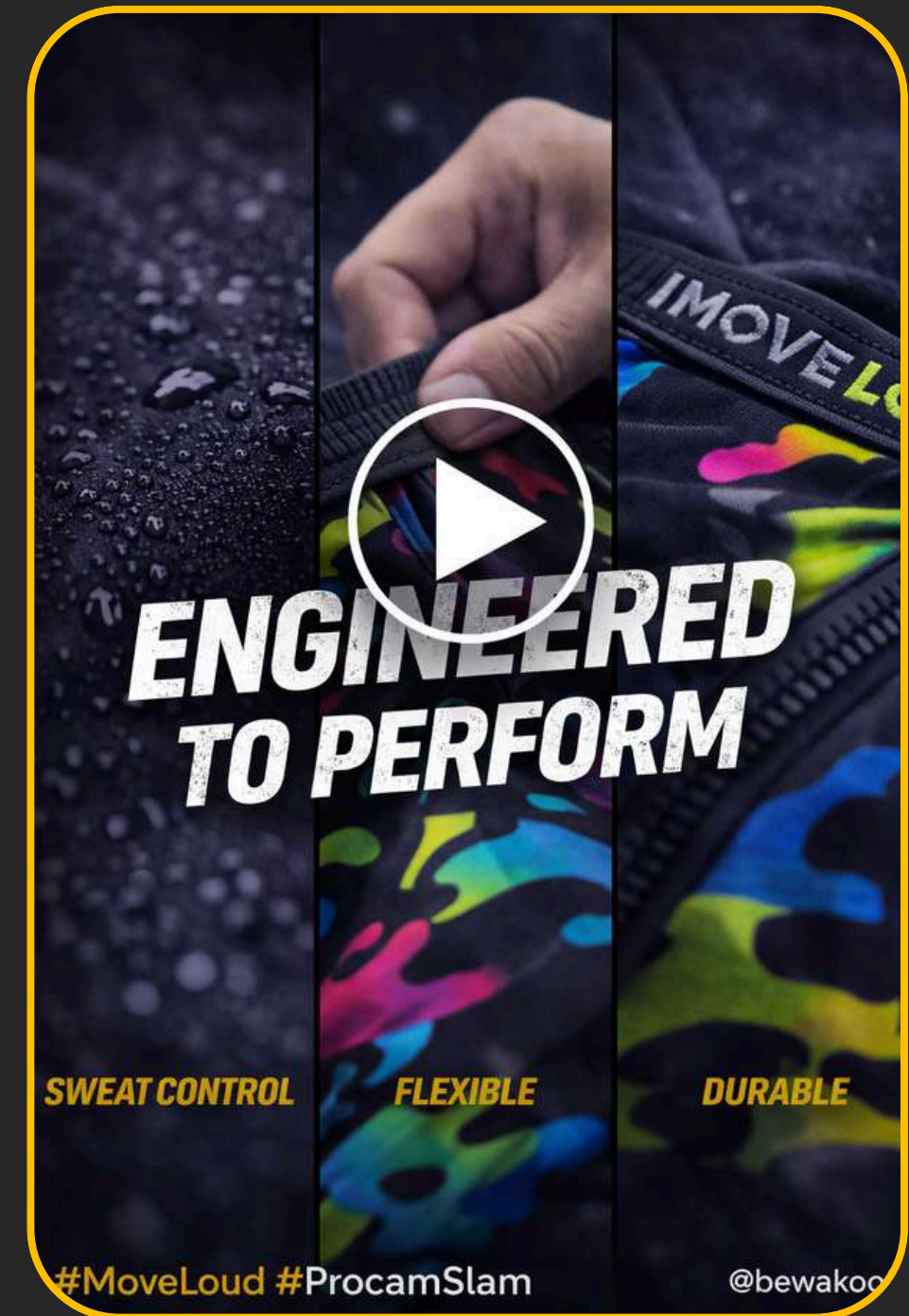
#MoveLoud #ProcamSlam

PURPOSE

To establish performance credibility while maintaining design suspense. The reel highlights sweat control, flexibility, and durability to communicate that the collection is built for real movement not just aesthetics.

CONTENT ROLE

Quick-cut macro shots of fabric in motion, sweat resistance visuals, and stretch demonstrations. Overlay messaging like “ENGINEERED TO PERFORM” builds functional trust while teasing flashes of bold design.



PRE LAUNCH DAY - CAROUSEL

DAY 3 (31ST MARCH)

CAPTION

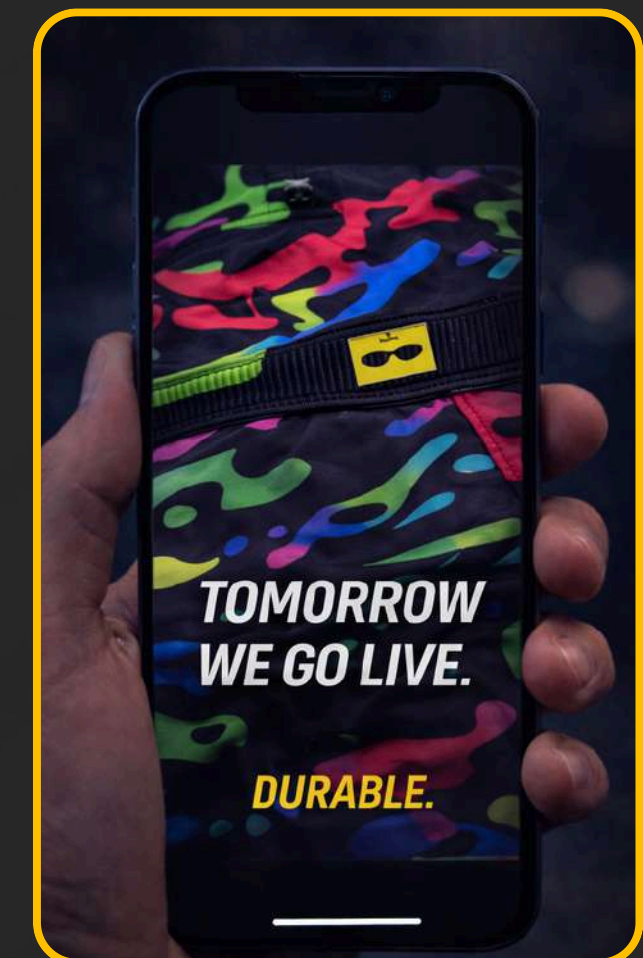
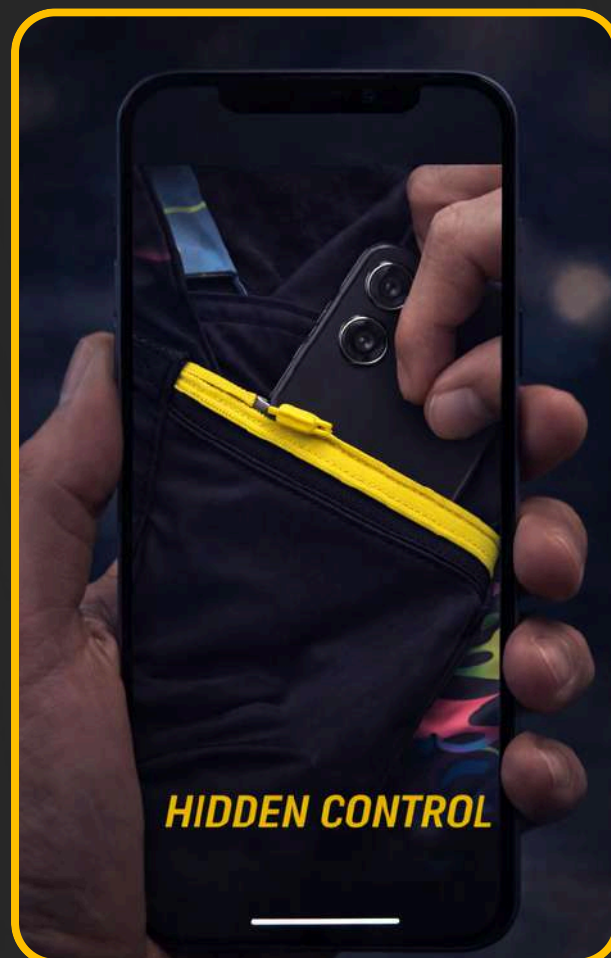
Not just loud.
Built different.
Tomorrow, we drop the noise.
#MoveLoud

PURPOSE

To intensify anticipation by spotlighting detailing and craftsmanship. This post shifts the audience from curiosity to desire by showcasing premium elements that elevate the collection beyond standard athleisure.

CONTENT ROLE

3–4 zoomed-in slides highlighting technical stitching, hidden utility pockets, statement waistbands, and dynamic patterns integrated with branding. Final slide features a bold “**TOMORROW WE GO LIVE.**”



LAUNCH DAY - REEL

DAY 4 (1ST APRIL)

CAPTION

Not just active. Not just loud.

Introducing Bewakoof Athleisure. Built for comfort. Designed for expression.

Stretch it. Run it. Own it. Move bold. Move different.

#MoveLoud

PURPOSE

To officially launch the athleisure collection while introducing #MoveLoud as more than a hashtag - a mindset.

The goal is to:

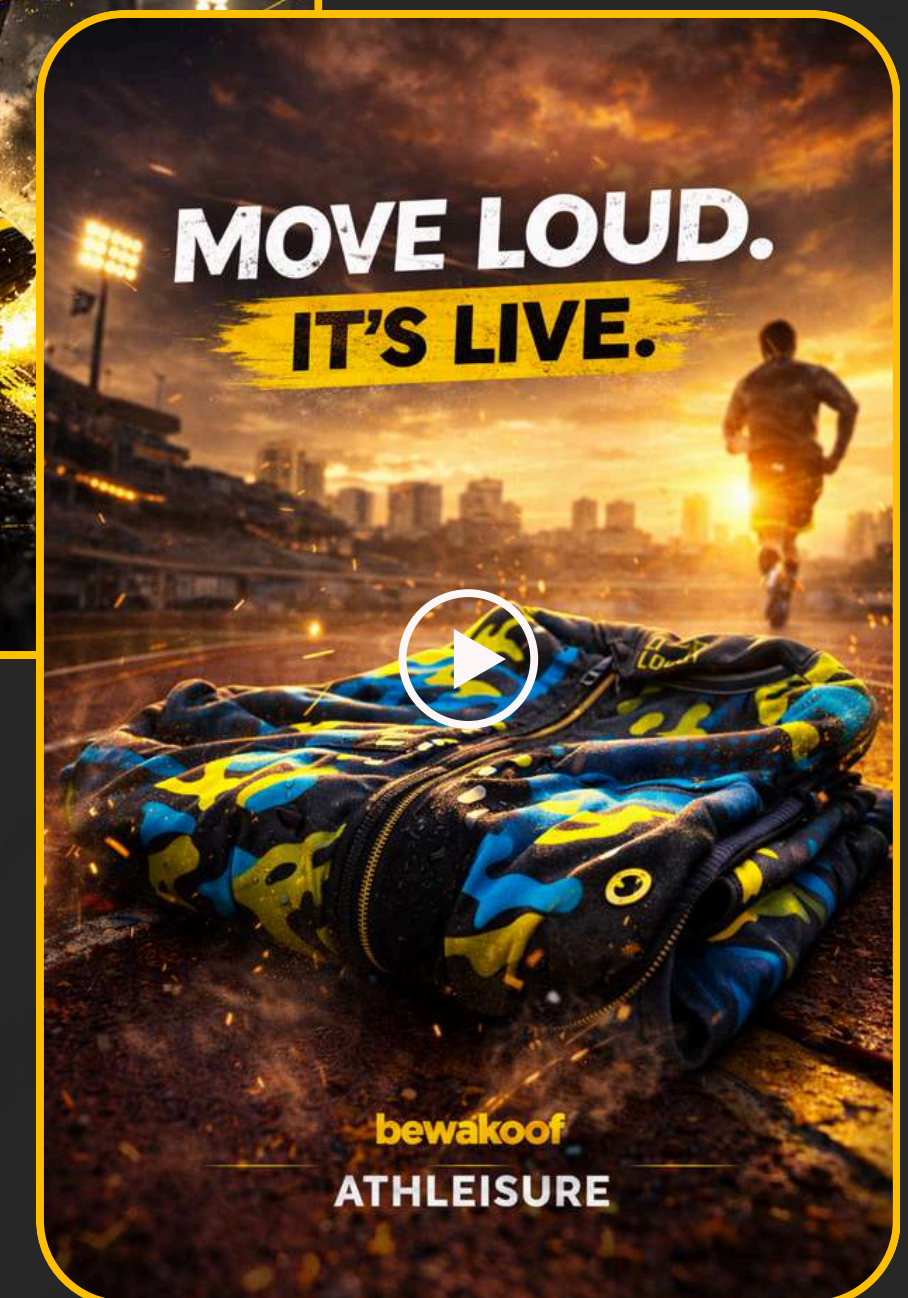
- Shift from product reveal to emotional positioning
- Connect movement with individuality
- Establish Bewakoof as a brand that supports expressive, confident youth

This reel should feel like a statement, not just a showcase.

CONTENT ROLE

Show dynamic, high-energy visuals that highlight fabric flexibility, fit, and versatility.

Capture real movement - running, stretching, training - to connect the collection with confident self-expression. Focus on comfort in action and style that moves with you, reinforcing the #MoveLoud mindset.



LAUNCH DAY - CAROUSEL

DAY 5 (2ND APRIL)

CAPTION

It's here.

Introducing Bewakoof Athleisure - built for comfort, made for movement.

Move bold. Move confident.

#MoveLoud

PURPOSE

To officially reveal Bewakoof's new athleisure collection and position it as the go-to choice for comfort, confidence, and everyday performance. The goal is to transition from anticipation to full-scale launch while introducing the **#MoveLoud** campaign vision.

CONTENT ROLE

Show clear, high-impact visuals of the products in motion, highlighting fabric flexibility, fit, versatility, and color options. Capture real movement shots - running, stretching, training - to connect the collection with confident self-expression and the **#MoveLoud** lifestyle.



POST LAUNCH

DAY 6 (3RD APRIL)

UGC Challenge Launch (Post + Story)

Caption:

Move loud. Train loud. Dance loud.

Your movement. Your style. Your rules.

Post your movement reel with **#MoveLoud**

Tag **@Bewakoof** and get a chance to win Athleisure Kits + a discount code.

No perfect bodies. No filters. Just movement.

Purpose:

To initiate community participation by encouraging users to create and share their own movement-led content, transforming passive viewers into active brand contributors.

Content Role:

Challenge announcement content that clearly communicates participation mechanics, sets the campaign tone, and kickstarts UGC generation for the Move Loud movement.



POST LAUNCH

DAY 7 (4TH APRIL)

Community Amplification (Carousel Post)

Caption:

This is what loud looks like
Real people. Real movement.
India is moving loud - are you?
Swipe to see how the community showed up.
Still time to post with **#MoveLoud**.

Purpose:

To build social proof and create FOMO by showcasing real participant entries, motivating more users to join the challenge before it ends.

Content Role:

UGC amplification carousel that highlights community participation, validates contributors, and strengthens trust through peer-led content.



POST LAUNCH

DAY 8 (5TH APRIL)

Winners + Final Push (Reel + Post)

Caption:

You moved loud. We saw you.

Here are the loudest moves from the community.

Missed the challenge?

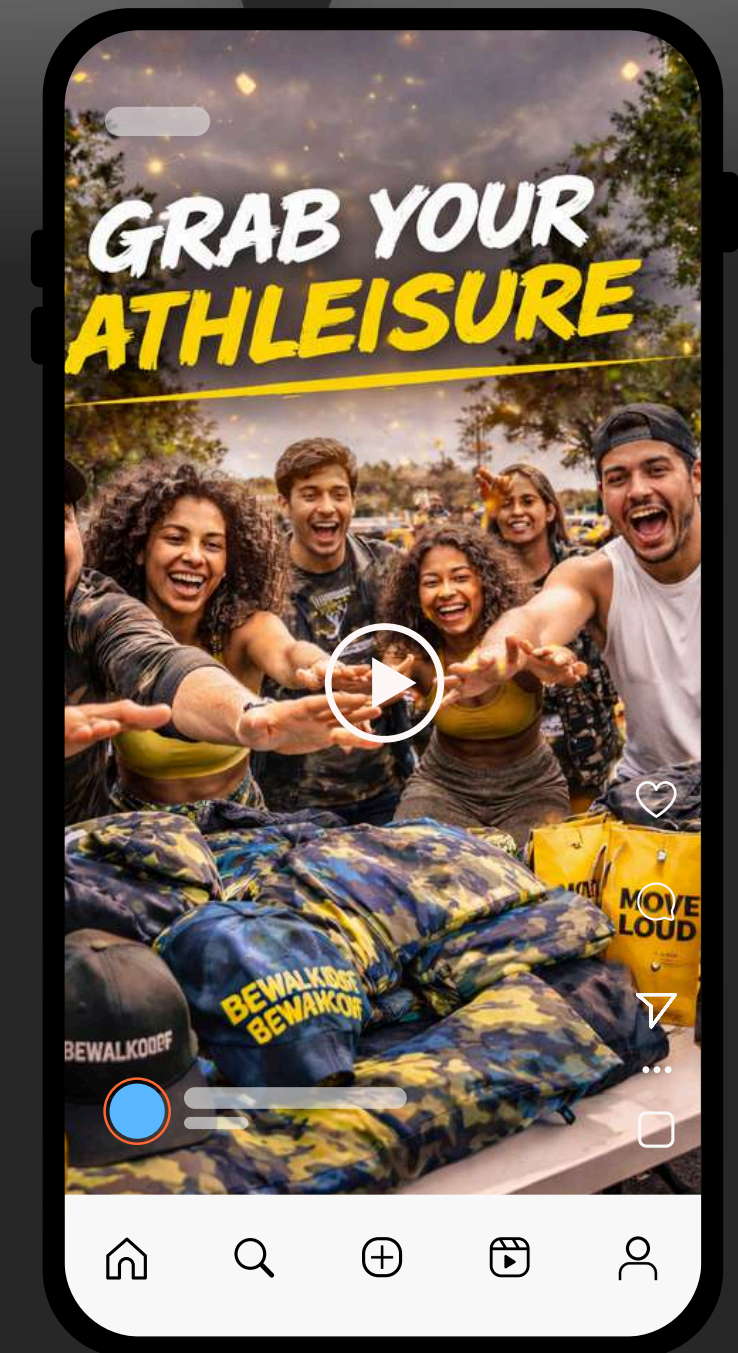
Use code **MOVELOUD10** - valid till midnight

Purpose:

To reward community participation, close the UGC challenge on a high note, and drive final-day conversions using urgency and recognition.

Content Role:

Closure and conversion-focused content that celebrates contributors, reinforces campaign recall, and nudges audiences toward purchase through limited-time incentives.



SUMMARY

This Proof of Work showcases my ability to think strategically, execute with clarity, and align content with business objectives. From **SEO** led blog execution to platform native Reels and a full-funnel campaign strategy for Bewakoof's **#MoveLoud** launch, I ensured every asset served a defined role within the marketing ecosystem.

Rather than creating **content** for volume, I focused on purpose driving discovery, building credibility, encouraging engagement, and supporting conversion.

This portfolio reflects not just execution skills, but strategic ownership and **performance** driven thinking preparing me to contribute meaningfully in **digital marketing** and **brand growth** roles.



THANK YOU

Shreyasingdigital.in