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Social Media Responsibilities

Faballey Social Media (November 2022 - present)

[@faballey](#)

Indya Luxe - Social Media (May 2023 - present)

[@indya.luxe](#)

Tasks undertaken -

1. Curation of posts & stories - themes + creatives + content + selection of influencer content
2. Captions
3. Participation in conceptualisation, ideation and monthly strategy (including product category promotions, collection launches, filler post ideas, etc.)
4. Ideation, participation and content/scriptwriting for in-house content and campaigns

Campaign Content

Caption Content Samples

Faballey - Valentine's Day campaign - #7DaysOfLove

Brief - Celebrating Valentine's Week by acknowledging and appreciating various kinds of LOVE one experiences.

Plan Executed - Influencer content + category promotion + filler content in accordance with the theme for each day. Achieved via 3 posts + stories per day.

Contribution - conceptualisation, content, creatives, filler content plan + creation

Episode 1: Kickstarting the #7DaysOfLove with my lil one 🐶💛

Let's celebrate Valentine's week with the ones we love most, and with fashion that feels like a forever kind of love



I'm wearing this stunning dress from @faballey 💕 Use my code <> for a special discount!

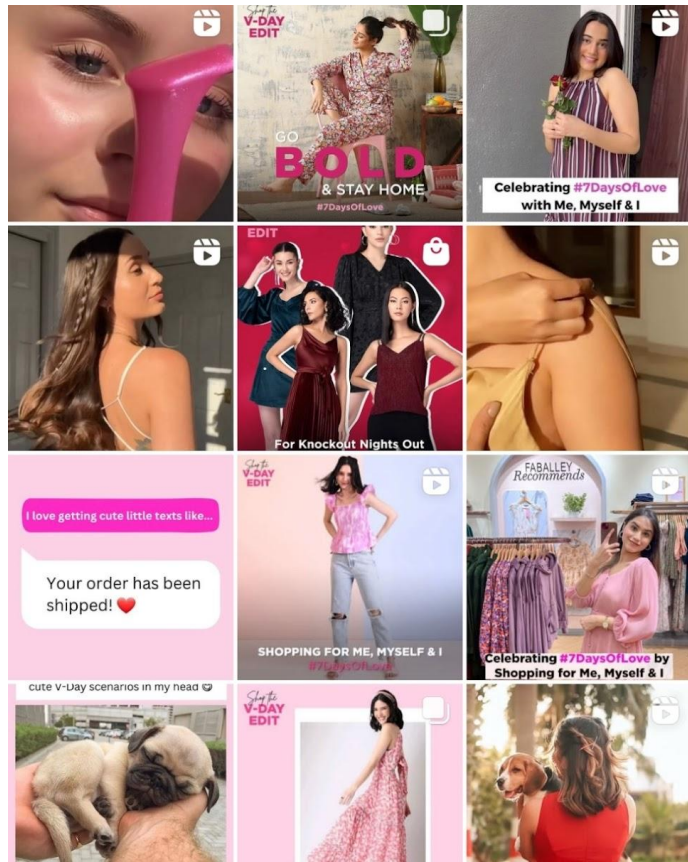
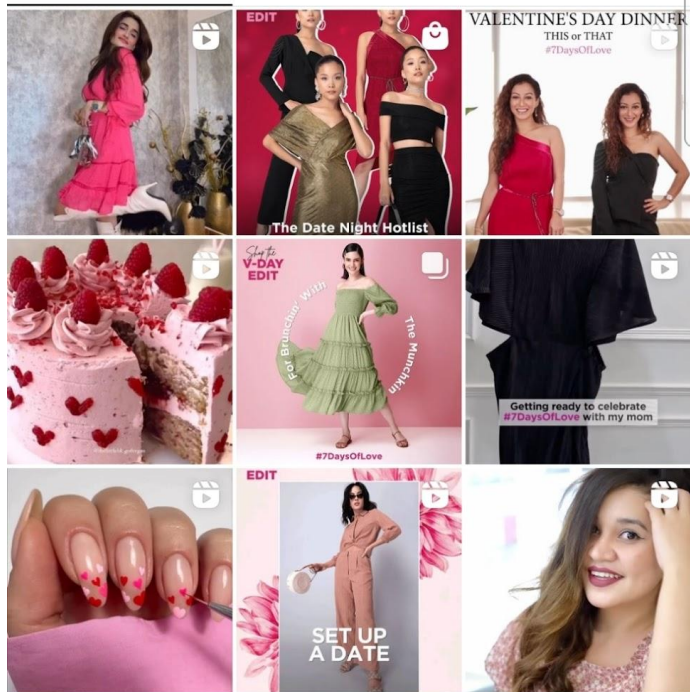
Episode 2: Dedicating #7DaysOfLove to my GALentines ❤️ Coz love is beautiful, but my gal pals are better! 💕

TGIF coz I'm all set for a Fri-yay night out with my OG Valentines, wearing this stylish dress from @faballey 💕

Use my code () for a special discount!



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Campaign Content

Faballey - Women's Day campaign - #FABandFierce

Brief - Addressing and breaking stereotypes and gender roles, one fab and fierce reply at a time.

Plan Executed - An in-house campaign video with Faballey and Indya employees reading and responding to commonly heard stereotypical statements and comments that every woman relates to.

Contribution - script for the video, conceptualisation and research

[Watch the video -](#)

FABALLEY

THIS WOMEN'S DAY,
LET'S BREAK ALL STEREOTYPES,
ONE FAB AND FIERCE REPLY
AT A TIME!
BY TEAM FABALLEY

faballey • Follow
Original audio

faballey This Women's Day, we're breaking all stereotypes one fab and fierce reply at a time - with team Faballey! 🍷

Why don't you join in? Share this video to your stories with #FABandFierce, and tag us @faballey. Also, tell us something you're sick of hearing in the comments below!

Here's raising a toast to all you wonderful women ❤️

147 likes
MARCH 7

Social Media Review

1-31st March 2022

Advita Kashyap - Asst. Brand Manager
Hiteshi Gangwani - Influencer Marketing Executive
Arushi Mathur - Content Writer



Faballey



Brand Channel Highlights

March

Total Posts

47

Total Stories

131

Total Influencers

97

47 (In-house) + 50 (Agency)

Investment on Inf
Commercials + Clothing

1,70,000

88,000 (Clothing Spend)+
82,000 (Commercials)

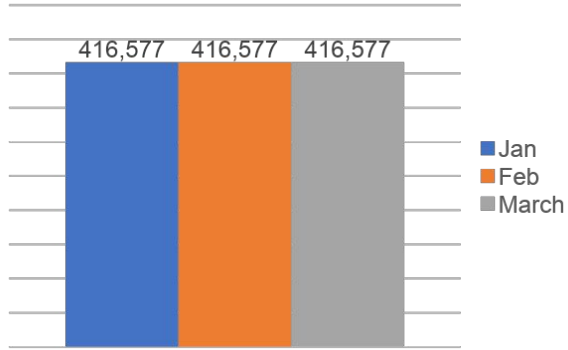
Total Revenue from
Influencers

12,518

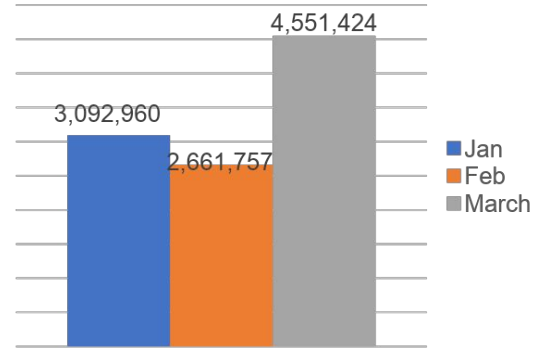
Platform Metrics



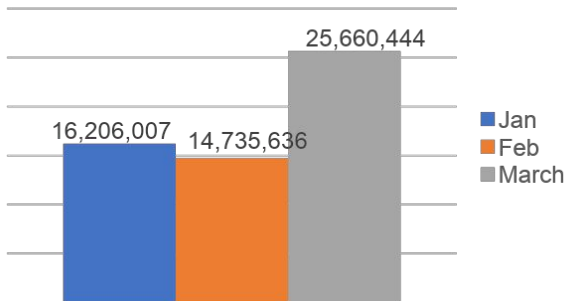
Followers



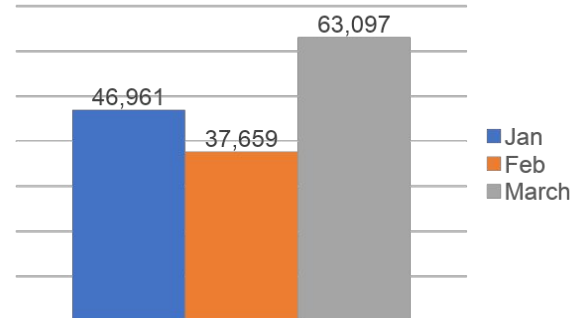
Reach



Impressions



Engagement



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Month Analysis

- ✓ **Accounts reached** -
Increased by 111%
- ✓ **Accounts Engaged** -
Increased by 121%
- ✓ **Impressions-**
Increased by 84%
- ✓ **Profile visits**
Increased by 61%
- ✓ **Total number of stories have also increased to 119 in March from 96 in Feb and 95 in Jan**

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Content Covered



In-house generated content

Creative way to show catalogue images

Number of Influencers onboarded	Number of Orders	Revenue Generated	Influencer Reach (Cumulative)	Month
47 (In-house: 7 Paid, 40 Barter)	8	12,518	3.5M	March
50 (Agency)	Barter	Barter	868K	March





Story Content