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- Gurgaon, India

Mayank

(Harsh)

35M+

TOTAL VIEWS

102K+

FOLLOWERS

9.5M

TOP REEL

58%

PEAK ENGAGEMENT

5+

VIRAL TRENDS

“ I don't follow trends — I originate them. 3 years building communities and crafting movements across poetry, literature, and music on Instagram.

PROFILE

Creative director and social media strategist with **3+ years** building high-engagement Instagram accounts from zero — organically. Specialise in originating **viral trend formats** that inspire thousands of recreations, crafting emotionally resonant storytelling, and leveraging platform algorithms for maximum reach. Not just content — *movements*. Two accounts, **102K+ combined followers**, 35M+ organic views.

EXPERIENCE

Creative Director & Growth Strategist

SELF-DIRECTED · INSTAGRAM · GURGAON, INDIA

2022 — PRESENT

- Built two Instagram accounts from zero to **102K+ combined followers** with no paid promotion
- Generated **35M+ organic views** and a top reel of 9.5M views (708K likes, 76K shares)
- Originated **5+ viral trend formats** adopted by thousands of creators across India
- Achieved **40–58% engagement rates** — multiples above industry average
- Earned celebrity endorsement from Anuv Jain (verified singer-songwriter, millions of followers)
- Collaborated with **50+ influencers** (10K–2.1M followers) for cross-promotion
- Drove **50%+ CTR** on sponsored campaigns during cultural high-traffic moments

PORTFOLIO

WEBSITE
mayankharsh.space

INSTAGRAM ACCOUNTS

@sl6dl7

102K followers 9.5M top reel

Poetry · Dark Academia

@shehzada.says

10K followers 15.8M top reel

Music · Viral Trends

CORE SKILLS

Viral Trend Creation

Algorithm Optimisation

Content Strategy

Instagram Insights

Community Growth

HypeAuditor

Meta Business Suite

A/B Testing

Google Analytics

- Grew account reach by **+174% YoY** through algorithm optimisation and A/B testing

@SL6DL7 — POETRY & DARK ACADEMIA (102K FOLLOWERS)

- Dark academia aesthetic — gothic visual storytelling meets philosophical literature
- 3 reels exceeding 3M+ views each · Est. brand value \$24K–\$144K
- A/B tested captions, visual themes, formats · HypeAuditor-optimised hashtag strategy

@SHEHZADA.SAYS — VIRAL MUSIC TRENDS (10K FOLLOWERS)

- "Shreya Ghoshal series" — top reel 15.8M views, endorsed by Anuv Jain
- Nostalgic Bollywood POV format timed with cultural moments & show launches
- Trend originator: content recreated by thousands, not just consumed

KEY ACHIEVEMENTS

\$144K

Estimated brand partnership value (@sl6dl7)

708K

Likes on a single reel — 76K shares

+174%

Reach growth year-on-year

50%+

CTR on sponsored campaign placements

★ Endorsed by Anuv Jain

Popular verified singer-songwriter organically liked & amplified content — zero paid collaboration

CLIENT ONBOARDING SYSTEM

A **4-step proprietary workflow** that transforms raw creative instinct into structured, approval-ready professional deliverables — built from 3 years of client work.

| | |
|----|--|
| 01 | Discovery Questionnaire Structured brand identity, audience, goals & competitor deep-dive sent before any strategy work begins. Establishes direction in 24–48 hours. |
| 02 | Social Media Audit + Quick Wins 2–3 page analysis: what's working, what's broken, and 3 fast visible fixes (bio rewrite, pinned posts, highlight structure) before any content is produced. |
| 03 | Strategy + Mood Board (Approval-Ready) Full document with positioning, 3–5 content pillars (each with 10 post ideas + formats), tone of voice guide, visual direction, posting cadence & KPIs. |
| | Content Calendar + Per-Post Briefs |

Brand Collaborations

CapCut Canva

Adobe Express

Poetry & Storytelling Notion

Trello

EDUCATION

CS50x — Introduction to Computer Science

Harvard University (Online) · edX
Certificate of Completion

LANGUAGES

English PROFESSIONAL

Hindi NATIVE

WHAT THEY SAY

"He doesn't just follow what's popular — he creates the trends that others follow. That's the mark of a true trendsetter."

@RETROBOLLYWOOD_ · 2M FOLLOWERS

AVAILABLE FOR

Creative Direction Roles

Brand Partnerships

Social Media Management

Creative Direction

Copywriting

Community Management

04

1–2 week rolling calendar with hook, visual direction, caption draft, CTA & status per post. Each brief is a production-ready instruction for editors, designers, or clients filming themselves.

DELIVERABLES AT EACH STAGE

Discovery Form

Social Audit

Strategy Doc

Mood Board

Content Calendar

Post Briefs

Monthly Report