



Ahuti Sejpal *Media Kit*

BUDGET TRAVEL & VEGETARIAN FOOD

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About Aahuti



- Social Media Consultant for B2B and B2C startups
- A business graduate from IE Business School, Madrid
- A psychology major from the University of Mumbai
- A volunteer at the 2016 Rio Olympics in the Press team
- Spent a year on an exchange in Canada and studied courses related to social media, entrepreneurship, and human resources
- Worked with Mumbai-based travel startup for 2.5 years as a social media and business development executive. Got the opportunity to represent the company on a sponsored trip to Finland organized by the Embassy of Finland
- President of the IE Excursions Club. This involved planning trips within Spain for students of IE university across Madrid and Segovia campuses
- Interned with a local and sustainable travel start-up in Spain to manage their social media accounts on Facebook, Instagram, Twitter, and LinkedIn. I was also invited to the Badajoz Carnival to cover the event on social media
- Worked with QS, a UK-based company for a 6-month project as Global Partnerships Liaison and Student Advisor and currently working as Chief of Staff for an FMCG Start-Up in Mumbai on a full time basis
- Latest social media stints were with Mumbai's first-ever sustainable luxury boutique hotel and an offbeat community living space in Manali

Brands Worked With



C6



Two roads diverged in the yellow woods, I chose the one less traveled by and that has made all the difference

– Robert Frost

Services Offered

- Social Media Consultation
- Social Media Management
- Sponsored Posts
- Product Reviews
- Contests and Giveaways
- Affiliate Advertising
- Brand Ambassadorships
- Content writing for newsletters and blogs

Overview of B2C companies previously worked with

The Backpacker Co.



Social Media Executive

- Created content for social media channels like Facebook, Instagram, and Twitter
- Built Engagement with the followers on all platforms
- Got the opportunity to visit Finland and cover the destination on social media
- Generated social media leads for different trips organized by the company



Results

- Increased engagement rate on Facebook and Instagram by 10%
- Generated 3000+ leads in total from trip specific social media campaigns
- The Finland trip increased the reach of social media accounts by 5%
- The followers increased by 15% in less than 6 months



The Villa Escape



Social Media Executive

- Created content for social media channels like Facebook, Instagram, and Twitter
- Built engagement with the followers on all platforms
- Got the opportunity to visit Finland and cover the destination on social media
- Generated social media leads for different trips organized by the company
- This company is a sister company of The Backpacker Co.

Results

- Increased engagement rate on Facebook and Instagram by 5%
- Generated 50+ leads in total from trip specific social media campaigns. Also got more inquiries through Google by working with an SEO company
- The Finland trip increased the reach of social media accounts by 3%
- The followers increased by 10% in less than 6 months



Udestinations



Social Media Internship

- Created content for social media channels like Facebook, Instagram, and Twitter
- Built engagement and increased reach on these social media channels
- Wrote blog posts for the website
- Covered the Badajoz Carnival on social media. This carnival is one of the best carnivals in Spain



Results

- Increased engagement by 20% on Instagram by following a hashtag and content strategy
- The followers on Instagram increased by 25% during the first three months of my internship
- The overall reach on social media channels increased by 5-10%

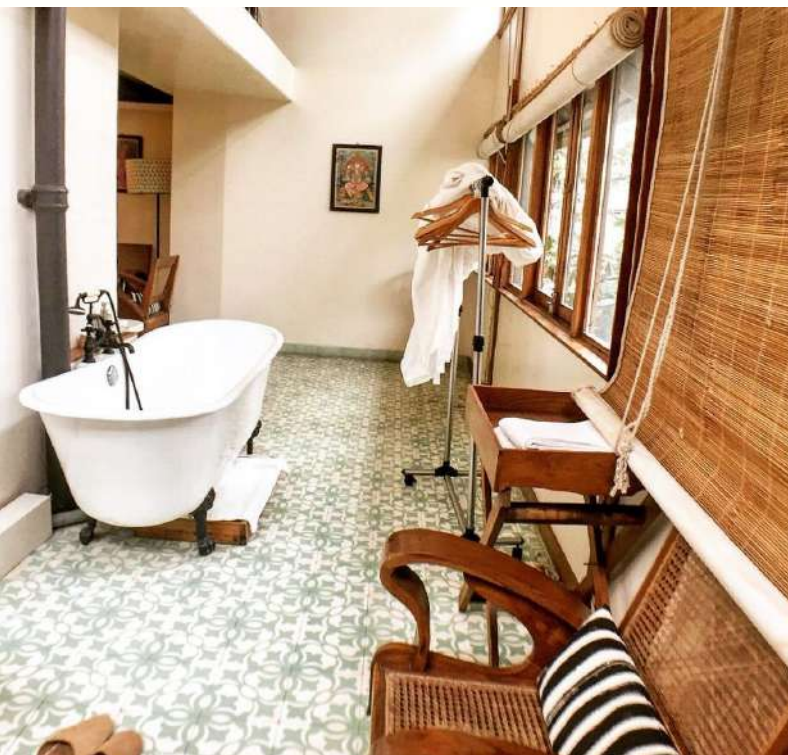


Abode Bombay



Barter collab (weekend project)

- Wrote one monthly newsletter and covered them on my personal IG and FB account by posting stories and 3 posts for them in exchange for one night stay at their property
- Posted one image on the hotel's IG as well along with a caption and relevant hashtags



Results

- After my stories and posts, Abode received 12 new followers on their IG account
- The newsletter I wrote for them went out to all their guests worldwide (more than 1000 guests)
- My posts and stories generated 20+ inquiries to stay at the property and they still keep coming!
- The post, captions, and hashtags I created on their IG got 165 likes and 1 comment



C6 Manali



Barter collab (10-day project)

- Wrote three blog articles for the website
- Covered them on my personal IG and FB account by posting stories and posts for them in exchange for a 10-day stay for me and my team member at their property
- Made a video to explain the unique concept of the place and shared it on Instagram, Facebook and YouTube

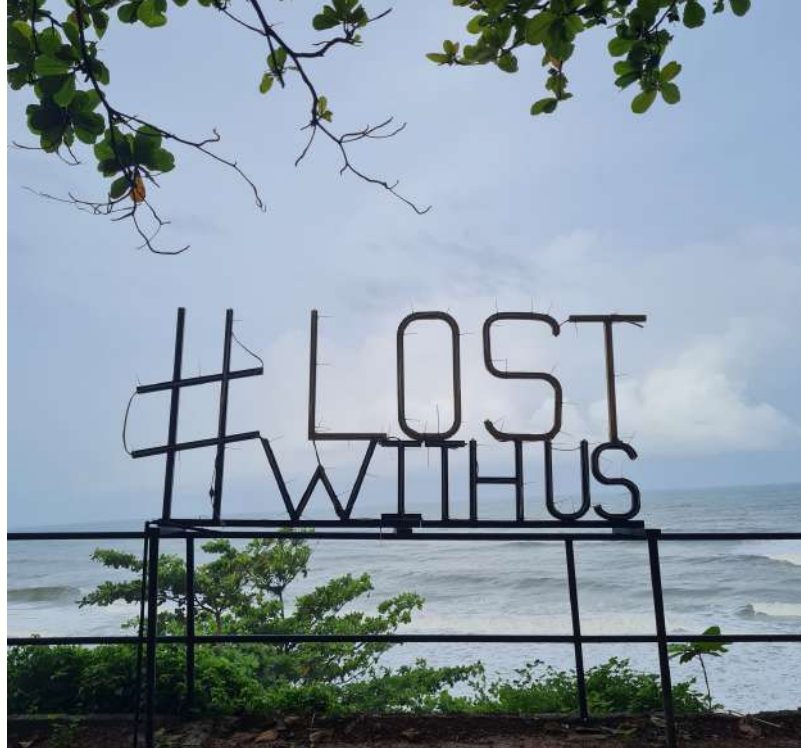


Results

- After my stories and posts, C6 Manali received 5-6 new followers on their IG account
- My posts and stories generated 10 inquiries to stay at the property
- The post, captions, and hashtags I created on their IG got 1000+ likes
- The stories generated 40+ shares and 450 views on an average
- The video generated 45+ shares and 1400+ views



The Lost Hostels



Barter collab (6-day project)

- Covered them on my personal IG and FB account by posting stories and posts for them in exchange for a 6-day stay for me and my team member at their property
- Currently helping them with their social media channels on a part-time basis too



Results

- My posts and stories generated 20+ inquiries on the destination and the hostel
- The post, captions, and hashtags I created on their IG got 1000+ likes
- The stories generated 20+ shares and 450 views on an average
- The reels generated 100+ shares and 10k+ views in total



Nectwork Foods Private Limited



Honey Twigs®
amazon.com
★★★★★



I came across Honey Twigs on Facebook and ordered a pack of Litchi Infused Honey. The taste was on point. I have it before I go off to sleep as honey helps me sleep better. I've already ordered another pack.

- Nishit Sampat



PEACE,
JOY & LOVE

Eid Mubarak to you!



From
Team Honey Twigs

Chief of Staff (Full-time)

- Served as a strategic advisor to the founders
- Worked on SEO-optimized website content including blogs
- Built customer reviews on the website and e-commerce platforms like Amazon, Flipkart, etc
- Increased brand awareness on external platforms like Quora
- Planned and executed content strategy across social media platforms like Instagram, LinkedIn, and Facebook

Results

- Increased e-commerce and website reviews by 30%
- Increased social media reach across all platforms 20%
- Increased website traffic by 20%
- Increased influencer collaborations by 20%



Ready for the **F.R.I.E.N.D.S** weekend?



Things2DoIn Mumbai



4,377
Posts

468K
Followers

658
Following

Things2doInMumbai

Digital creator

Showcasing the best hyperlocal experiences city of Mumbai has to offer.

#things2doInMumbai

things2.do/product/the-orchid/

Follow

Message

Email ad...



Content Creator / Food Blogger (Part-time)

- This is one of the most popular content marketing platforms in India with 468K+ followers on Instagram
- I am selected as a content creator for them and I review restaurants in Mumbai
- I shoot and edit content from each restaurant for their platform in the form of 30-second reels on Instagram and Facebook

Results

- Each reel received more than 90k views
- Converted followers to visitors of the restaurant



Overview of B2B companies previously worked with

International Footsteps



Have you picked your favourite face mask yet?

Bulk Orders Only.



What's your pick?



Comment your email ID below to request for catalog.

Bulk Orders Only.

Freelance project (2 months)

- Created an Instagram account and Facebook page
- Created content for Instagram, Facebook, and LinkedIn
- Ran ads on these platforms for lead generation
- Researched potential buyers worldwide and managed communication with them on LinkedIn
- Engagement with comments and messages on social media channels
- Posted one image on the hotel's IG as well along with a caption and relevant hashtags

Results

- Increased IG reach and engagement by 30%
- Generated 100+ leads across all social media channels
- Reached out to 250+ potential buyers

Summer Sandals for the soul



DM for details!

www.inttfootsteps.com

Overview of my personal accounts

Pet Account (@mycatrumi)



Influencer marketing

- Create engaging content
- Increase followers
- Build partnerships with potential pet companies in India

Results

- Increased followers on Instagram to 12k+ in a year and still going strong
- Collaborated with pet companies in India and received several shoutouts from renowned pet companies like Pet Fed India
- Increased engagement and reach by 50% in the last 10 months



Personal Instagram Stats & top performing posts



Accounts Reached

Total no. of followers: 1300+
Average Accounts Reached weekly: 4k+
Average impressions weekly: 15k+
Average profile visits weekly: 200+
Average story views daily: 350
Average reels views: 1000+

Instagram Audience

Top Locations:
India, USA, Spain, Canada & UAE

Age of majority of followers:
18-34 years

% of women: 44.8%

% of men: 55.2%



#1

Impressions: 5237

Reach:4924

Shares:24

Likes:318

Comments:6*

*this is a video



#2

Impressions: 3479

Reach:3159

Shares:1

Likes:250

Comments:5

#3

Impressions: 3213

Reach:3023

Shares:1

Likes:226

Comments:7



Writing Samples

- Lockdown Food Diary
- Instagram Guide: Finland
- Personal blog_post on a travel community_platform
- Lonely Lockdown Diary
- Blog_post for a travel start-up website



Let's work together

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