

INCHARA JANAKIRAM

SOCIAL MEDIA MANAGER | CONTENT CREATOR

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PROFILE

Social Media Manager and Content Creator with 4+ years of experience supporting fashion, lifestyle and consumer-facing brands through structured content planning, short-form video, campaign execution and community engagement. Experienced across the content lifecycle - from trend and competitor research, content calendars and creative production to publishing, performance analysis and optimisation. Combines a strong visual eye with organised execution and uses **generative AI tools** to accelerate ideation, research, caption and script development, content repurposing and workflow efficiency while maintaining brand voice and quality. Based in Berlin and interested in Social Media, Content Creator and Digital Content roles within international teams.

CORE EXPERTISE

Social Media & Content: Social media management, short-form video, reels, posts, captions, content calendars, brand storytelling

Strategy & Growth: Content strategy, campaign planning, trend and competitor research, audience engagement, content performance analysis, SEO fundamentals

AI-Assisted Workflows: Content ideation, research support, caption and script drafting, creative variations, content repurposing and quality control

Creative & Collaboration: Photoshoot coordination, cross-functional collaboration, visual consistency, campaign support, client communication

Tools: Canva, CapCut, Figma, Instagram Analytics, generative AI tools

PROFESSIONAL EXPERIENCE

Social Media Manager & Content Creator

House of Akhilaa Akurathi | Jan 2025 - Jan 2026

- Owned day-to-day social media and content execution for product launches and seasonal campaigns, translating marketing priorities into platform-ready content.
- Planned, created and published short-form videos, static posts, captions and promotional assets while maintaining a consistent visual identity and tone of voice.
- Built and maintained structured content calendars, coordinating deadlines and creative inputs to support reliable publishing.
- Reviewed engagement and content performance data to identify patterns and refine formats, timing and audience interaction.
- Collaborated with designers, photographers and creative teams to deliver aligned brand and campaign content.

Junior Social Media & Content Associate

House of Akhilaa Akurathi | Sep 2023 - Dec 2024

- Produced reels, social posts and captions in line with the brand identity, supporting consistent day-to-day content output.
- Supported content planning, scheduling and calendar maintenance across ongoing campaigns.
- Researched social trends, competitor activity and audience interests to contribute new content ideas.
- Assisted with brand storytelling and creative development in collaboration with the wider team.
- Monitored post performance and applied learnings to future content planning and optimisation.

PROFESSIONAL EXPERIENCE - CONTINUED

Administrative Assistant - Social Media & Operations

STILERUSH | Oct 2020 - Sep 2022

- Scheduled and coordinated social media content to support brand visibility and promotional activity.
- Assisted with content production and photoshoot coordination involving models, photographers and stylists.
- Managed community and customer communication across digital touchpoints, contributing to a responsive brand experience.
- Tracked social performance and shared observations to support content and campaign improvements.
- Supported marketing campaigns, client presentations, logistics and day-to-day operational processes.

SELECTED CONTENT PROJECT

Lifestyle & Travel Content Creation

Personal Instagram Project | Ongoing

- Create short-form content around cafés, travel and lifestyle experiences, with a focus on visually engaging storytelling.
- Develop trend-led reels for younger audiences and experiment with hooks, formats, editing styles and content trends.
- Use audience interaction and performance signals to understand which creative approaches resonate best.

EDUCATION

Global MBA in Marketing Management

Berlin School of Business and Innovation | Berlin, Germany | May 2022 - Nov 2023

Bachelor of Business Administration

Ramaiah University | Bengaluru, India | Jun 2017 - Sep 2020

LANGUAGES

English: Fluent | German: A2, currently learning toward B1

PROFESSIONAL INTERESTS

Fashion, lifestyle, hospitality, travel and digital-first consumer brands; open to Social Media, Content Creation, Community and Digital Marketing roles in Berlin.