

BHAIRAVI D BHARALI

Content Specialist & Social Media Creative

I take brands from a blank page to a full narrative that gets it in front of the right people. That's meant owning creative direction end-to-end, conceiving original formats, writing and shooting scripts, and shaping brand voice, while running the social side: content strategy, community engagement, and audience growth. Earlier work across hospitality, fashion, and lifestyle brands delivered a 61% lift in views and 100K+ monthly impressions. I care about the work not sounding scripted and about the numbers behind it.

LINKS

Website : bhairavidbharali.com

WORK HISTORY

CREATIVE CONTENT LEAD (FREELANCE RETAINER)

Jun 2026

CHILL.COM

London

- Took full creative ownership of conceiving, scripting, shooting, and editing content across formats and tonalities as creative content lead, including alter-ego series exploring algorithmic culture, boredom, and modern wellness
- Shaped the brand's shift to a new content narrative, directing tone across scripts and campaigns, driving a 9% increase in followers growth and 79.1% increase in views from non-followers
- Designed cover images and visual assets supporting brand content

SOCIAL MEDIA MANAGER & CONTENT CREATOR

Oct 2025 – May 2026

Give Your Best

London

- Managed socials, planned content calendars, and created valuable content
- Optimised content strategy around audience relatability, style & shop promotion, that has driven a 63%+ increase in views from non-followers and 51% month-on-month growth
- Analysed content posted by competitors to spot gaps & test new ideas to improve engagement from younger audiences

SOCIAL MEDIA CREATIVE INTERN

Oct 2025 – Feb 2026

The Social Media Method

London

- Handled socials for fashion, lifestyle, and hospitality brands, while growing engagement and visibility consistently
- Conceptualised and produced experimental content for multiple brands, balancing each brand-specific storytelling
- Identified and refined content pillars, increasing average monthly views to 100K with 60% of reach coming from non-followers
- Researched and reached out to more than 200+ influencers to expand campaign reach and secured partnerships

CONTENT SPECIALIST

May 2025 – Sep 2025

Wundr

London

- Led a team of 3 to plan, execute & deliver social media content, shot in many busy spots in and around London
- Created short-form videos by interviewing the target audience and building excitement around the brand, leading to 50+ sign-ups in the first day
- Leveraged high-traffic areas to generate buzz & curiosity for upcoming events

SKILLS

Adobe suite, Asana, Canva, CapCut, Figma, Monday.com, Notion, Plannable, Meta Business Suite, Adaptability, Creative Thinking, Critical Thinking, Good communicator

EDUCATION

MASTER'S IN FASHION MANAGEMENT

Oct 2023 – Oct 2024

University of Southampton

Winchester

BACHELOR'S IN DESIGN

Aug 2017 – Sep 2021

National Institute of Fashion Technology

Mumbai