
AKANKSHARUSKIN
SOCIAL MEDIA KIT
www.akanksharuskin.com
IG - @akanksharuskin

TABLE OF CONTENTS



01 INTRODUCTION

02 PERFORMANCE HIGHLIGHTS

03 TOP-PERFORMING REELS

04 COLLABORATIONS & CASE STUDY

05 BRAND OUTCOMES & TESTOMONIALS

06 WORK WITH ME

INTRODUCTION





ABOUT ME

Luxury Travel • Hospitality • Lifestyle Creator

Hi, I'm Akanksha Ruskin — a digital creator, model, and storyteller focused on confidence, style, and self-expression.

I blend bold visuals with authenticity to create content that inspires and connects — from luxury lingerie shoots to lifestyle and transformation Reels. My audience is a style-forward, emotionally engaged community across India and beyond. Every collaboration is crafted to spark impact and build genuine connection.



Instagram: @akanksharuskin

WHAT I DO

Fashion Shoots
Luxury lingerie, swimwear & streetwear
Editorial-style looks & seasonal trends

Travel Vlogs & Reels
Destination aesthetics & hotel POVs
Quick transitions, city life & getaway edits

Brand/Product Showcases
Beauty routines, unboxings & styling
Accessories, fashion collabs & reviews

Hospitality Features
Luxury stays, spa sessions & café scenes
Food visuals & exclusive experiences

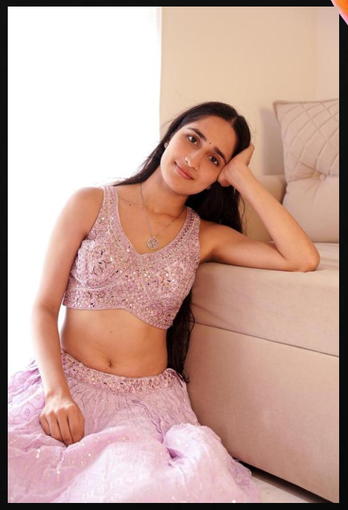
Collaborations & Giveaways
Influencer duets, brand campaigns
Engaging contests & curated giveaways

















SOCIAL MEDIA AUDIENCE

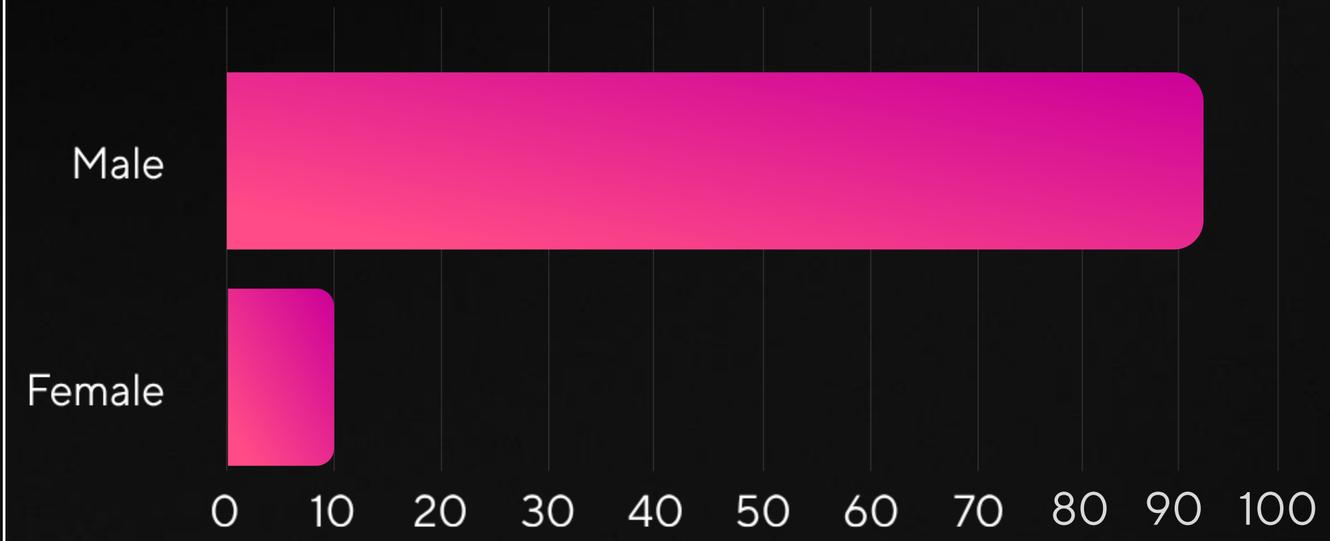
AGE

18-24 years old	16.7%
25-34 years old	53.2%
35-44 years old	23.6%

LOCATION

India	65.2%
Pakistan	9.5%
UAE	2.7%

GENDER



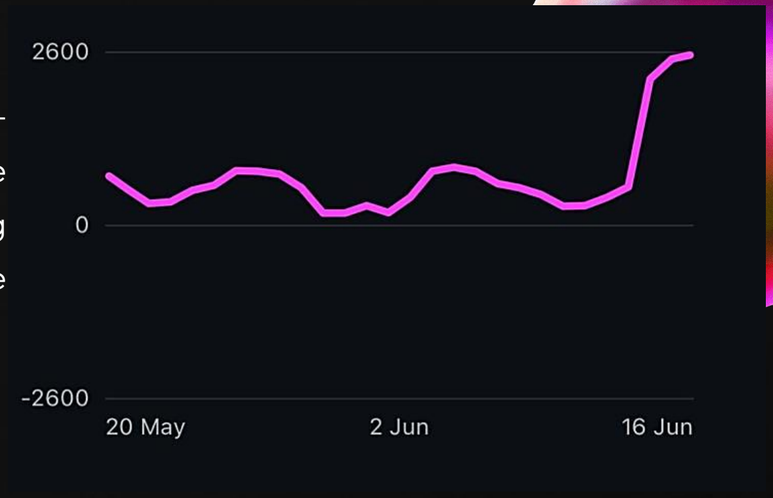
NUMBER OF FOLLOWERS:
320K+ FOLLOWERS



SOCIAL MEDIA GROWTH

Last 30/60/90 Days

+17.7% GROWTH in the last 30 days driven by high-performing Reels and viral engagement. The momentum shows that my audience is expanding quickly, with strong retention and genuine connection.





Growing my Instagram channel by **47.1% every 60 days,** gaining over **66,000 new followers** through consistent, high-impact content in July 2025. This confirms the power of my recent Reels to drive genuine discovery and lasting community growth.

Over the last 90 days, My Instagram grew by **81%.** The steady incline from early May to August shows that my content is not just reaching, but retaining a growing audience. This sustained upward trend proves the strength of my strategy — combining visual storytelling with high-engagement Reels that convert discovery into loyal followers.



CONTENT STRATEGY & STYLE

- Fashion-forward reels with **luxe aesthetics**
- **Swimwear & lingerie content** that blends confidence with elegance
- **Travel-focused storytelling** from premium locations
- Consistent theme: **bold, aspirational, and trend-aligned**
- **Built for engagement**—shares, saves, and visual impact







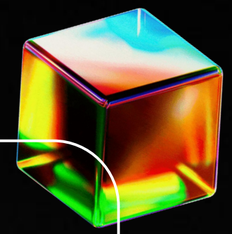


PERFORMANCE HIGHLIGHTS

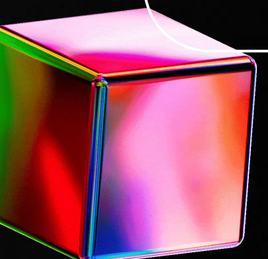


SOCIAL MEDIA PERFORMANCE

Last 90 Days



NEW FOLLOWERS 213 K+	**TOTAL VIEWS** 66.5 M+	**LIKES** 1.15 M+
TOTAL SHARE 950 K+	**TOTAL UNIQUE ACCOUNTS** 10.9 M +	**ACCOUNTS ENGAGED** 5 M+

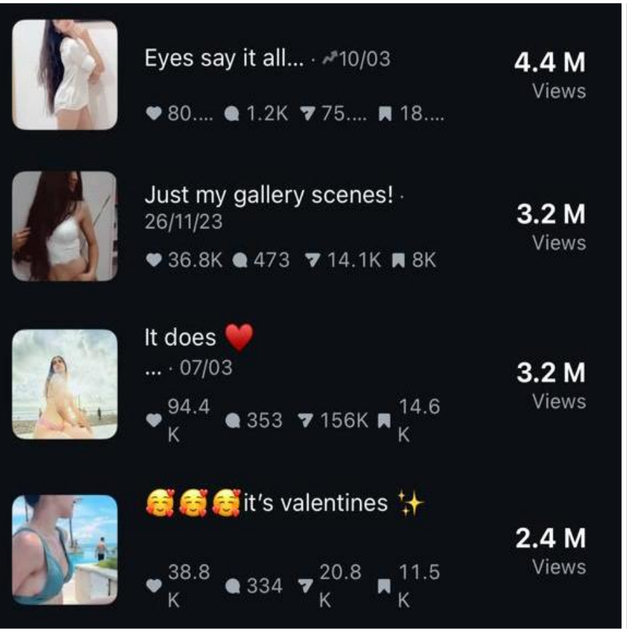


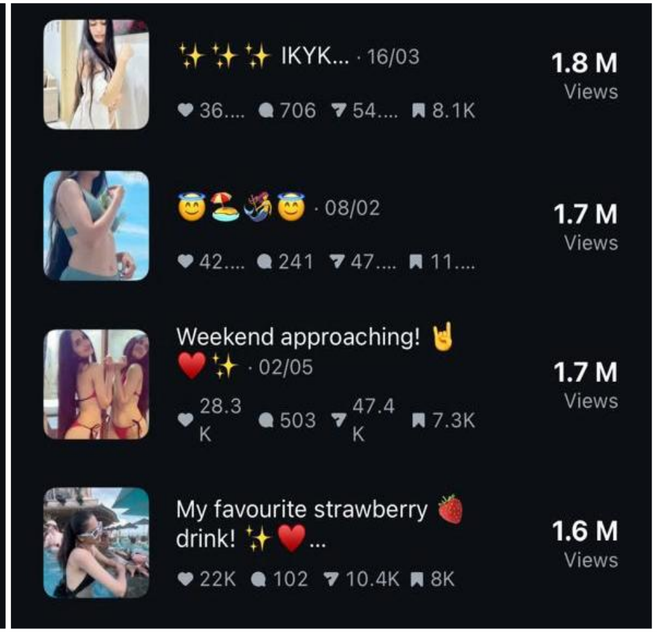
OVERALL ENGAGEMENT METRICS

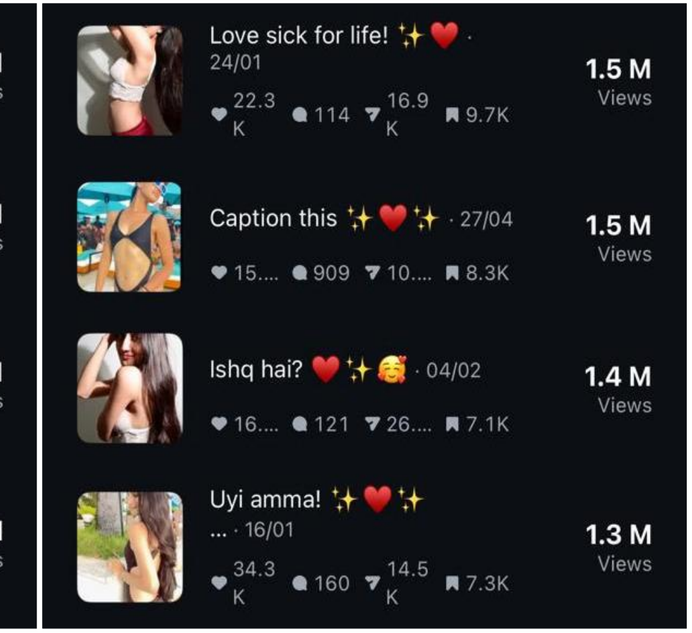
25+ Reels Crossed **1M views.** (Last 6M)

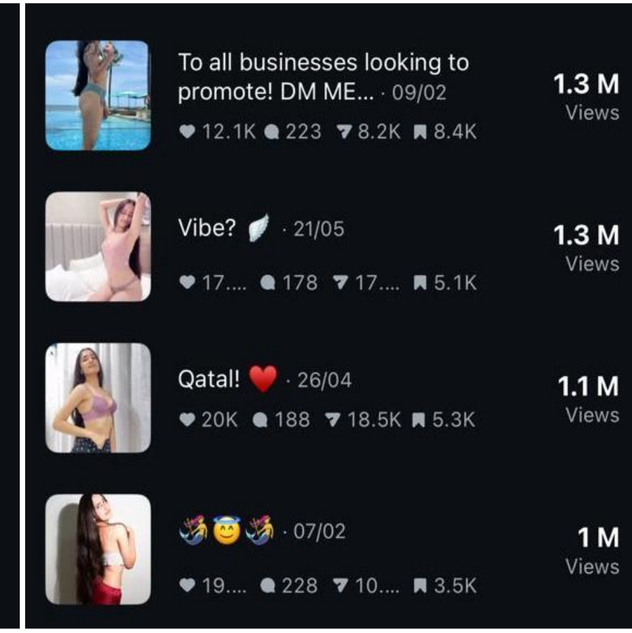
6.5% Like rate for all videos across profile **(Max @ 12.5%)**

Average **7% Virality Score** (Shares & Saves)







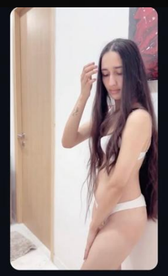


TOP-PERFORMING REELS



VIRAL HITS (1/3)

Combined reach of **26 M+** views across Top **5 Reels.**
Total **shares: 900K+,** highlighting strong audience-driven distribution.
Save-to-like ratio on each post exceeds **14%**, showing high retention value.



❤️❤️❤️
18 April 2025 · Duration 0:11

123K 1.8K 309K 549 30K

Overview

Views	6,348,809
Watch time	291d 0h 3m 1s
Interactions	464,145
Profile activity	22,173



Weekend approaching! 🤘❤️✨
2 May 2025 · Duration 0:11

99K 1.7K 150K 84 30K

Overview

Views	6,054,975
Watch time	265d 4h 36m 36s
Interactions	281,321
Profile activity	22,054

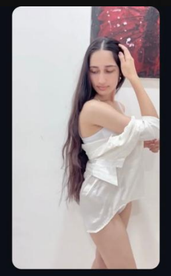


94K 809 526 213K 35K

Overview Engagement Audience

Summary

Views 5,257,733	Accounts reached 3,476,988
Average watch time 6s	Follows 12,876



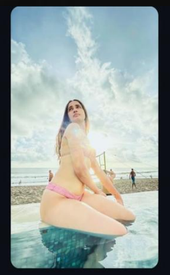
Subscribe for more! 🕊️
10 March 2025 · Duration 0:10

82K 1.3K 79K 18K

Insights include data from your reel and any ads.

Overview

Views	5,027,374
Interactions	180,507
Profile activity	21,823



It does ❤️
7 March 2025 · Duration 0:10

103K 391 170K 16 15K

Overview

Views	3,786,100
Watch time	216d 11h 23m 29s
Interactions	288,954
Profile activity	3,719

VIRAL HITS (2/3)

Total combined reach: **15 M+ views**
Combined **shares**: **450K+**, proving strong shareability
Save-to-view ratio averages **1.6%**, showing strong audience retention and repeat value



51K 613 321 105K 9.6K

Overview Engagement Audience

Summary

Views	Accounts reached
3,465,975	2,399,778
Average watch time	**Follows**
7s	4,869



🥰🥰🥰it's valentines ✨
14 February 2025 · Duration 0:08

49K 463 27K 6 14K

Overview

Views	3,331,881
Instagram	3,331,561
Facebook	320
Watch time	120d 19h 9m 48s
Interactions	90,141
Profile activity	13,528



47K 335 412 95K 20K

Overview Engagement Audience

Summary

Views	Accounts reached
3,114,387	2,247,482
Average watch time	**Follows**
6s	10,897

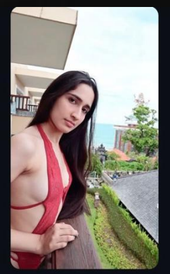


85K 806 1.1K 201K 26K

Overview Engagement Audience

Summary

Views	Accounts reached
3,077,185	2,311,717
Average watch time	**Follows**
5s	11,110



You make me feel like a dangerous woman.✨
20 March 2025 · Duration 0:10

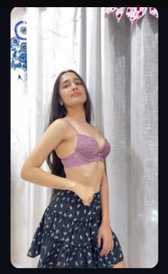
41K 574 28K 23 15K

Overview

Views	2,844,601
Watch time	150d 23h 12m 40s
Interactions	84,641
Profile activity	8,854

VIRAL HITS (3/3)

Combined reach: **10M+ views**
Total **likes: 210K+** | Total **shares: 270K+** | Total **saves: 60K+**
Both Reels delivered exceptional engagement, with high save-to-like and comment-to-like ratios, highlighting strong audience connection and content that truly resonates.



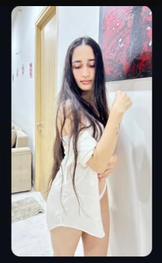
Subscribe for MORE! <3
26 April 2025 · Duration 0:09

44K | 359 | 37K | 11K

Insights include data from your reel and any ads shown on Instagram and Facebook.

Overview

Views	2,583,950
Interactions	92,820



✨✨✨ IKYK
16 March 2025 · Duration 0:10

50K | 832 | 73K | 9 | 12K

Overview

Views	2,522,033
Watch time	141d 18h 7m 43s
Interactions	136,070
Profile activity	6,121



Aisi deewanagi se ❤️❤️ Pagal huye!
21 April 2025 · Duration 0:09

45K | 421 | 82K | 13 | 15K

Overview

Views	2,445,878
Watch time	110d 7h 2m 17s
Interactions	142,541
Profile activity	10,045

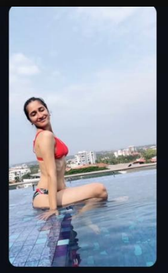


Vibe?
21 May 2025 · Duration 0:05

34K | 485 | 38K | 34 | 8.5K

Overview

Views	2,357,526
Watch time	56d 17h 47m 20s
Interactions	80,694
Profile activity	3,288



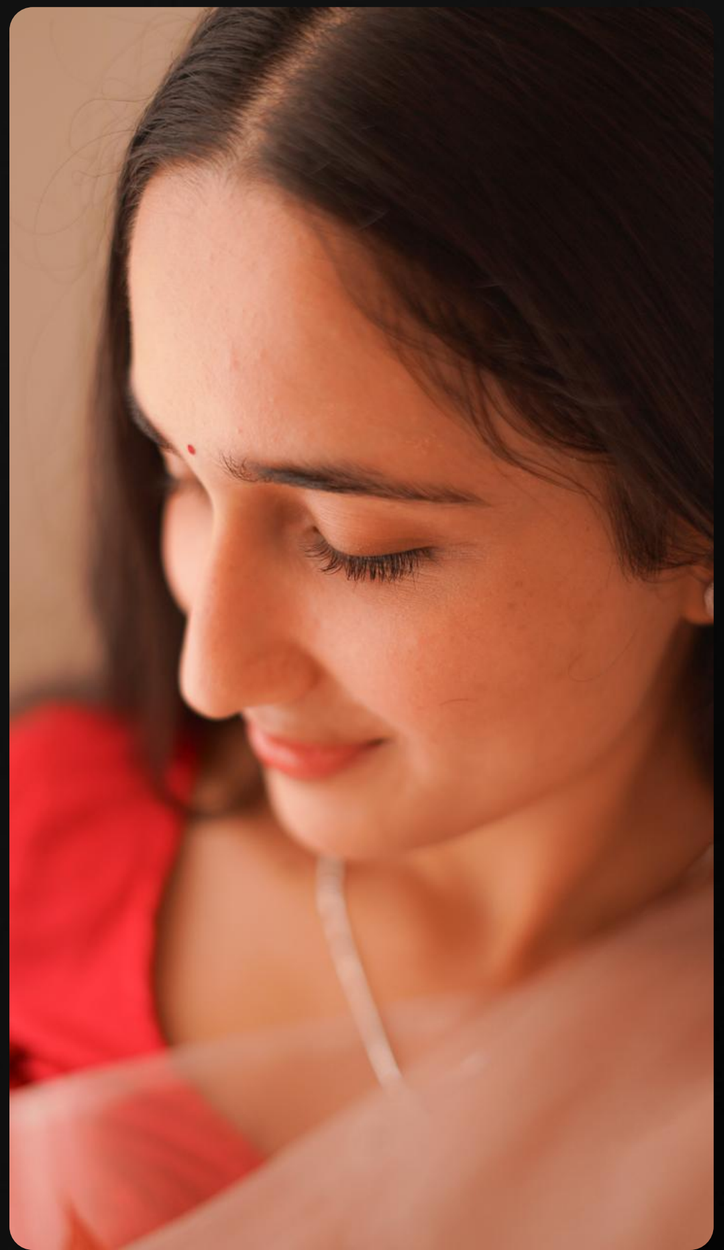
💕Subscribe 💕
25 June 2025 · Duration 0:10

50K | 480 | 37K | 104 | 15K

Overview

Views	2,161,892
Watch time	84d 17h 41m 29s
Interactions	102,774
Profile activity	7,895

BRAND COLLABORATION & CASE STUDY





FASHION, APPAREL & BEAUTY

ZEROKAATA

The campaign Reel for **Zerokaata** swimwear reached over 530,000 views, generating 17,010 direct interactions and 15 days of cumulative watch time.

With 9,700 likes, 4,100 shares, and 3,000 saves, the content resonated strongly with a lifestyle-driven, visually-influenced audience.

The high share-to-like ratio (42%) and strong profile activity reflecting not only reach, but active interest and brand consideration. The campaign successfully converted visual engagement into measurable brand exposure, making it a high-retention, high-impact collaboration.



9.7K	125	4.1K	3K

Views	531,214
Instagram	531,158
Facebook	56
Watch time	15d 4h 43m 43s
Interactions	17,010

FASHION, APPAREL & BEAUTY



UNDERNEAT

The campaign Reel for Underneat generated exceptional engagement, showcasing the brand's premium intimate wear through elegant lifestyle storytelling and visually compelling content that resonated with a style-conscious audience.

With strong engagement across likes, shares, and saves, the content highlighted the brand's modern aesthetic while driving meaningful audience interaction, brand discovery, and product consideration.

The campaign successfully combined authentic storytelling with premium visuals, delivering high engagement, increased brand visibility, and positioning Underneat as a contemporary lifestyle brand with strong aspirational appeal.







FASHION, APPAREL & BEAUTY

BASIQ

The branded Reel for Basiq (lingerie) generated over 1.14 million views, backed by 28,309 direct interactions. With 10,000 likes, 13,000 shares, and 5,400 saves, this piece not only drove visibility but also real traction in viewer behaviour.

What stands out is the high share-to-like ratio, indicating strong endorsement and organic virality. A cumulative watch time exceeding 63 days highlights strong content retention and interest in the reel showcased.

This collaboration successfully converted views into meaningful actions, amplifying both reach and brand recall.



10K	21	13K	5.4K

Views	1,141,833
Watch time	63d 19h 35m 11s
Interactions	28,309

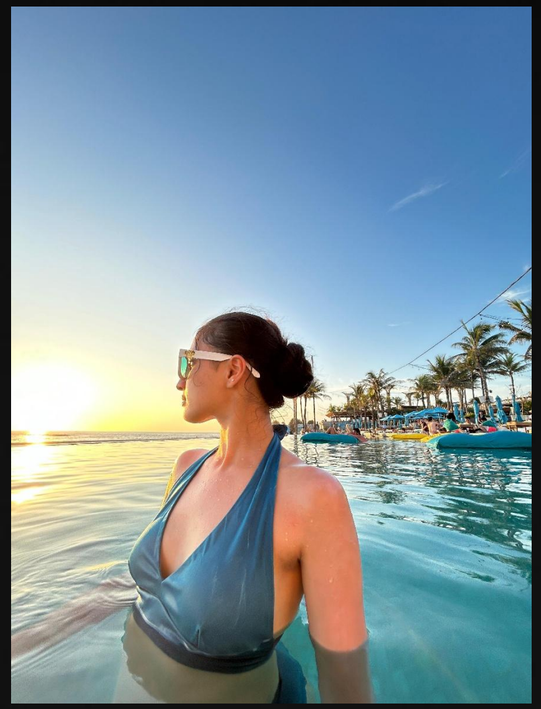
MY GALLERY







BRAND OUTCOMES & TESTIMONIALS









“Akanksha’s Reel brought our product to life through elegant visuals and authentic storytelling. The content generated strong engagement, increased brand visibility, and connected Underneat with a highly relevant fashion and lifestyle audience.”
— Underneat Marketing Team

“Akanksha’s Reel generated exceptional traction for our swimwear campaign, delivering over 500K views, strong shares, and impressive audience retention. Her bold yet refined visual style created the aspirational brand impact we were looking for.”
— Zerokaata Campaign Manager

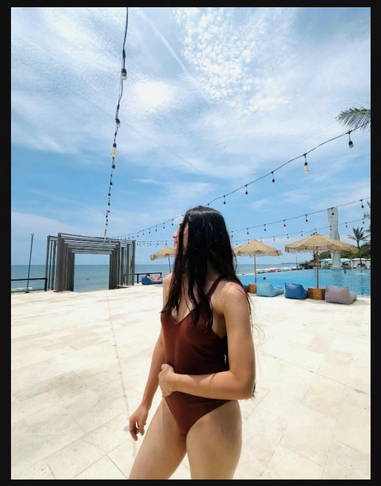
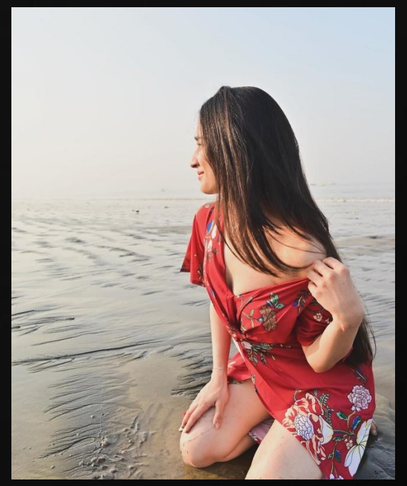
WORK WITH ME

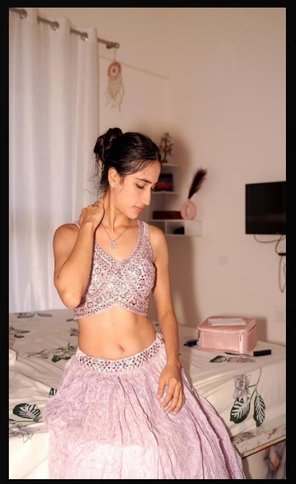


COLLABORATE WITH PURPOSE, CREATE WITH IMPACT

I bring together style, strategy, and substance to create content that performs — not just visually, but measurably.

- Proven Virality: Over 37.5M views, 20+ Reels above 1M views, and an average engagement rate of 6–11.5%.
- Premium Positioning: Trusted by brands in luxury fashion, beauty, and hospitality.
- Audience That Converts: My content consistently drives profile visits, shares, saves, and brand consideration.
- Creative That Lasts: High-retention, high-impact storytelling with consistent visual and emotional appeal.
- Collaborative to the Core: I understand briefs, elevate brand voice, and deliver with intention and originality




THANK YOU

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