



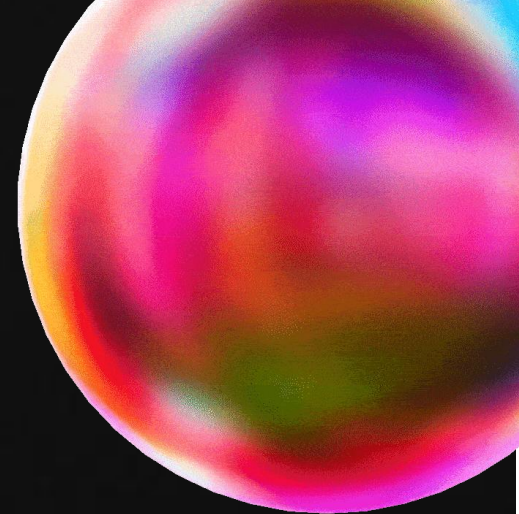
AKANKSHARUSKIN

SOCIAL MEDIA KIT

www.akanksharuskin.com

IG - @akanksharuskin

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INTRODUCTION





ABOUT ME

Luxury Travel • Hospitality • Lifestyle Creator

Hi, I'm Akanksha Ruskin — a luxury travel and lifestyle creator passionate about discovering exceptional destinations, premium hospitality, and unforgettable experiences.

From luxury resorts and private villas to fine dining, wellness experiences, and cultural discoveries, I create immersive content that helps hospitality brands connect with modern travellers. My audience follows me for aspirational travel experiences, authentic recommendations, and high-quality visuals that inspire their next journey.



Instagram: [@akanksharuskin](https://www.instagram.com/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

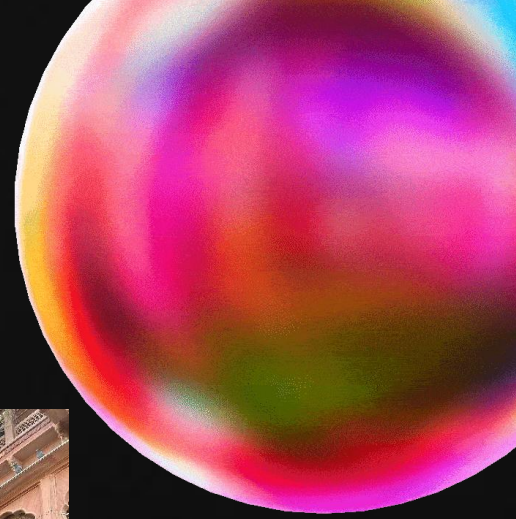
Beauty routines, unboxings & styling
Accessories, fashion collabs & reviews

Hospitality Features

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

Collaborations & Giveaways

Influencer duets, brand campaigns
Engaging contests & curated giveaways



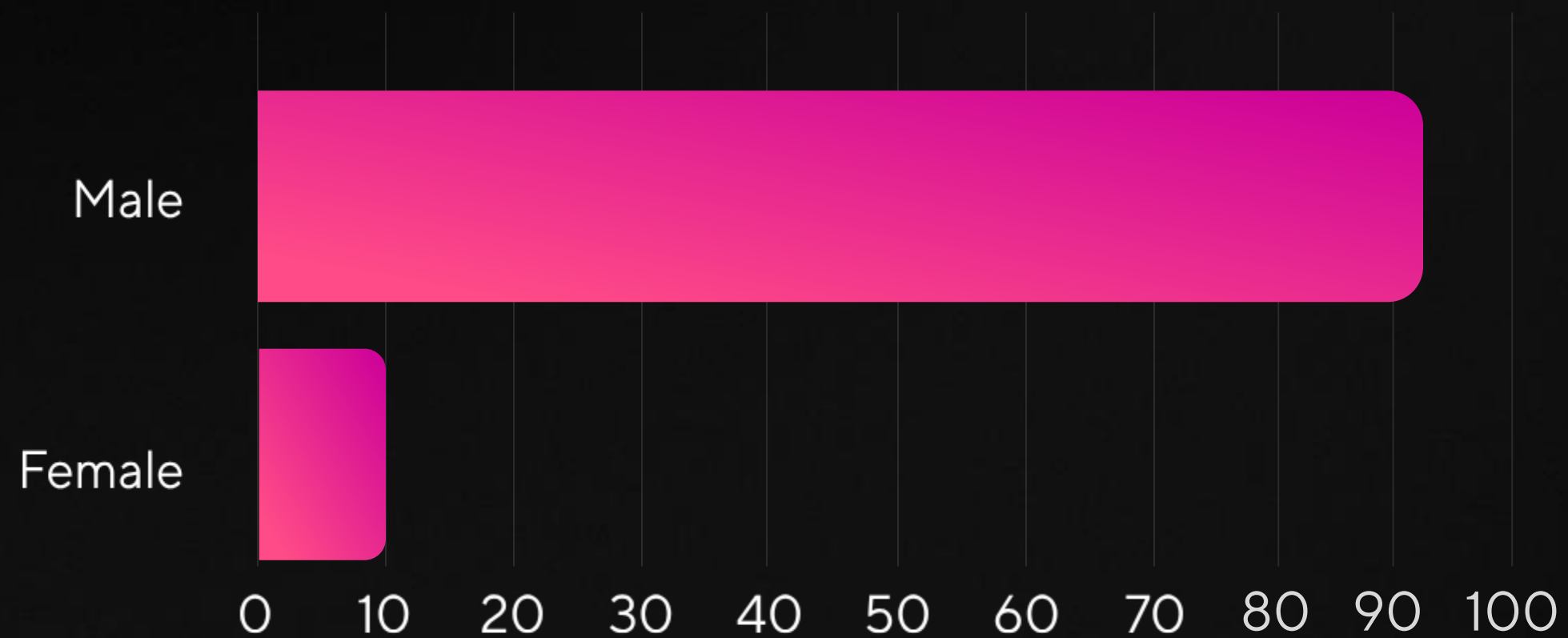
AGE

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



SOCIAL MEDIA AUDIENCE

NUMBER OF FOLLOWERS:
320K+ FOLLOWERS



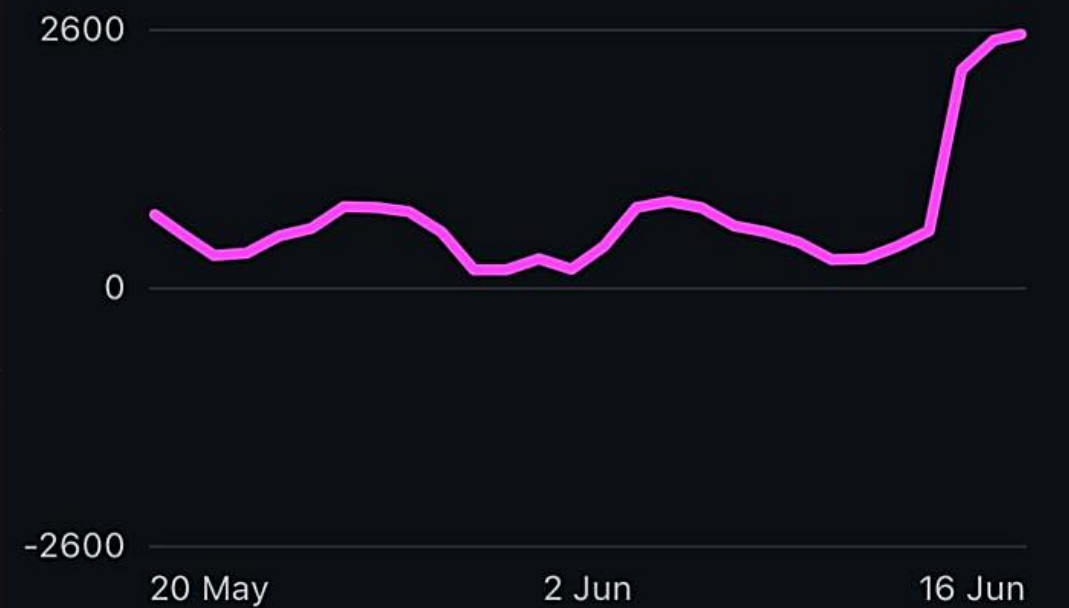
SOCIAL MEDIA GROWTH

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.



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.



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.



CONTENT STRATEGY & STYLE

- **Cinematic travel** storytelling that captures **authentic guest experiences**.
- **Luxury hotel, villa, and resort** showcases with premium visual aesthetics.
- **Destination-focused Reels** featuring local culture, dining, and hidden gems.
- Elegant lifestyle content seamlessly integrated into **luxury travel experiences**.
- Optimized for high engagement through storytelling, shares, saves, and discoverability.



PERFORMANCE HIGHLIGHTS



SOCIAL MEDIA PERFORMANCE

Last 90 Days

NEW
FOLLOWERS

213 K+

TOTAL
VIEWS

66.5 M+

LIKES

1.15 M+

TOTAL
SHARE

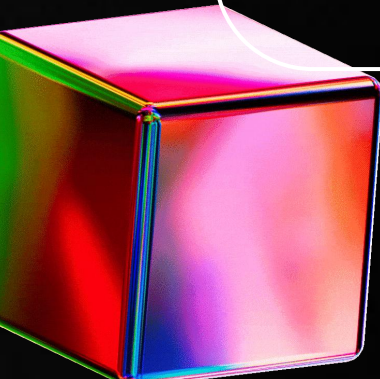
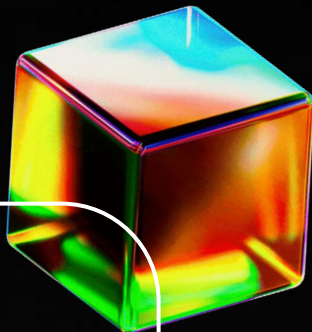
950 K+

TOTAL UNIQUE
ACCOUNTS

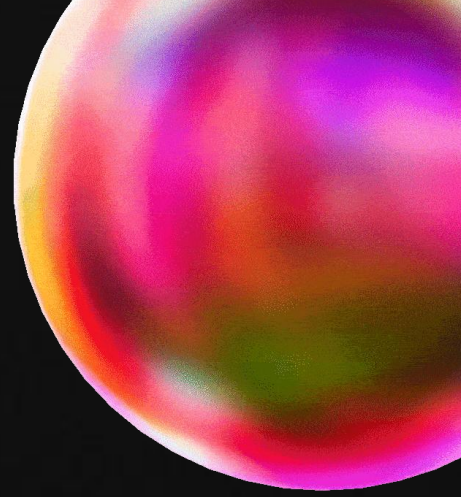
10.9 M +

ACCOUNTS
ENGAGED

5 M+



OVERALL ENGAGEMENT METRICS



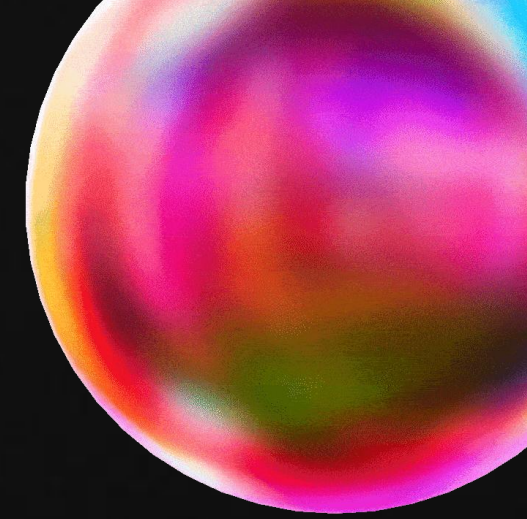
25+ Reels Crossed 1M views. (Last 6M)

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

Average 7% Virality Score (Shares & Saves)

 Eyes say it all... · 📅10/03 ♥ 80.... 🗨 1.2K 📌 75.... 📌 18.... 4.4 M Views	 ✨ ✨ ✨ IKYK... · 16/03 ♥ 36.... 🗨 706 📌 54.... 📌 8.1K 1.8 M Views	 Love sick for life! ✨❤ · 24/01 ♥ 22.3 K 🗨 114 📌 16.9 K 📌 9.7K 1.5 M Views	 To all businesses looking to promote! DM ME... · 09/02 ♥ 12.1K 🗨 223 📌 8.2K 📌 8.4K 1.3 M Views
 Just my gallery scenes! · 26/11/23 ♥ 36.8K 🗨 473 📌 14.1K 📌 8K 3.2 M Views	 🥰 🥰 🥰 · 08/02 ♥ 42.... 🗨 241 📌 47.... 📌 11.... 1.7 M Views	 Caption this ✨❤ ✨ · 27/04 ♥ 15.... 🗨 909 📌 10.... 📌 8.3K 1.5 M Views	 Vibe? 🌊 · 21/05 ♥ 17.... 🗨 178 📌 17.... 📌 5.1K 1.3 M Views
 It does ❤ · 07/03 ♥ 94.4 K 🗨 353 📌 156K 📌 14.6 K 3.2 M Views	 Weekend approaching! 🤘❤ ✨ · 02/05 ♥ 28.3 K 🗨 503 📌 47.4 K 📌 7.3K 1.7 M Views	 Ishq hai? ❤ ✨ 🥰 · 04/02 ♥ 16.... 🗨 121 📌 26.... 📌 7.1K 1.4 M Views	 Qatal! ❤ · 26/04 ♥ 20K 🗨 188 📌 18.5K 📌 5.3K 1.1 M Views
 🥰 🥰 🥰 it's valentines ✨ ♥ 38.8 K 🗨 334 📌 20.8 K 📌 11.5 K 2.4 M Views	 My favourite strawberry drink! ✨❤ ... 🍓 ♥ 22K 🗨 102 📌 10.4K 📌 8K 1.6 M Views	 Uyi amma! ✨❤ ✨ · 16/01 ♥ 34.3 K 🗨 160 📌 14.5 K 📌 7.3K 1.3 M Views	 🥰 🥰 🥰 · 07/02 ♥ 19.... 🗨 228 📌 10.... 📌 3.5K 1 M Views

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

3,465,975

Accounts reached

2,399,778

Average watch time

7s

Follows

4,869



🥰🥰🥰 it's valentines ✨

14 February 2025 · Duration 0:08

49K

463

27K

6

14K

Overview ⓘ

Views

Instagram 3,331,561
Facebook 320

3,331,881

Watch time

120d 19h 9m 48s

Interactions

90,141

Profile activity

13,528



47K

335

412

95K

20K

Overview

Engagement

Audience

Summary ⓘ

Views

3,114,387

Accounts reached

2,247,482

Average watch time

6s

Follows

10,897



85K

806

1.1K

201K

26K

Overview

Engagement

Audience

Summary ⓘ

Views

3,077,185

Accounts reached

2,311,717

Average watch time

5s

Follows

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

TRAVEL COLLABORATIONS & SUCCESS STORIES





HOSPITALITY & TRAVEL FEATURES

COCO TREE HOUSE, ALIBAUG

The campaign Reel for **Coco Treehouse, Alibaug** reached over 6 million views, generating more than 281,000 direct interactions and over 265 days of cumulative watch time.

With 99,000 likes, 150,000 shares, and 30,000 saves, the content resonated strongly with a luxury travel audience, driving exceptional engagement and destination awareness.

The remarkable share-to-like ratio (152%) and strong profile activity reflected genuine travel interest and brand consideration, making the campaign a high-impact collaboration that significantly enhanced Coco Treehouse's digital visibility.



99K	1.7K	150K	84	30K
Overview ⓘ				
Views		6,054,925		
Watch time		265d 4h 33m 15s		
Interactions		281,324		
Profile activity		22,054		

HOSPITALITY & TRAVEL FEATURES



95K

357

157K

15K

Overview ⓘ

Views

3,269,456

Watch time

191d 9h 36m 0s

Interactions

267,161

Profile activity

3,097

LV8 RESORT, BALI

The campaign Reel for **LV8 Resort**, Bali garnered **3.2 million views**, generating over 265,000 direct interactions, with an average watch time of 7.98 seconds—up 142% from prior benchmarks.

With 94,400 likes, 156,000 shares, and 14,600 saves, the content deeply resonated with a luxury-lifestyle audience, amplified by a powerful beachfront visual narrative.

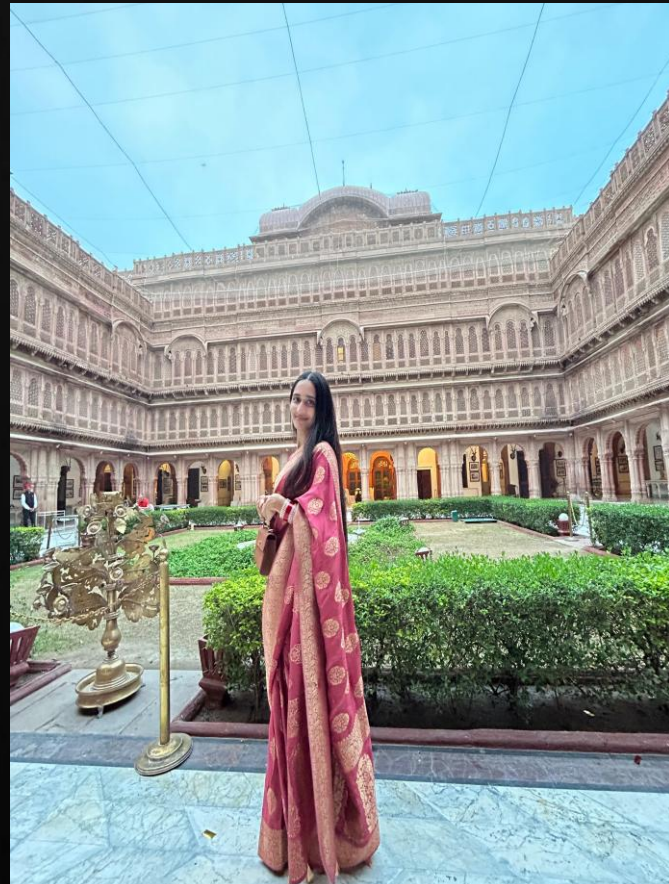
A standout 7.61% share rate (+1,517%) and 4.59% like rate reflect high engagement and virality, making this one of the most impactful branded travel collaborations, driving strong brand affinity, destination awareness, and aspirational appeal.



FEATURED DESTINATIONS



Narendra Bhawan, Bikaner



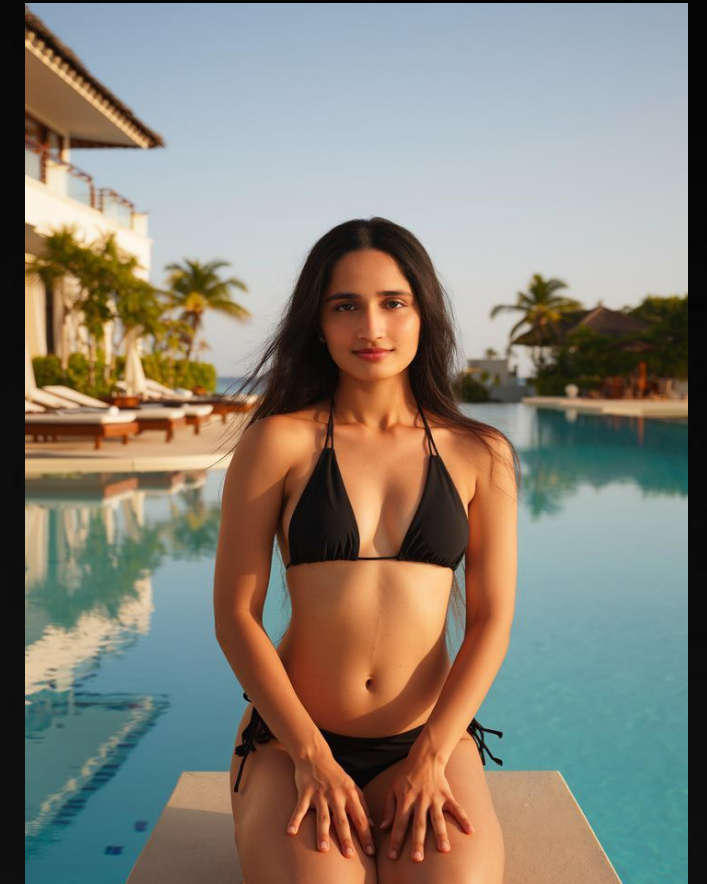
Laxmi Niwas Palace, Bikaner



Ubud, Bali



Saint-Germain-des-Prés, Paris



Luxury Beach Resort, Maldives

BRAND OUTCOMES & TESTIMONIALS



Akanksha's content perfectly captured the essence of Coco Treehouse and elevated our property's digital presence. Her storytelling, visuals, and authentic travel experience resonated with a wide audience, delivering exceptional reach and inspiring future guests to discover our unique retreat.

— Coco Treehouse Management

"Our collaboration delivered unmatched exposure — 3.2M+ views and over 265K interactions. The storytelling was premium, the visuals stunning, and the impact long-lasting."

— LV8 Resort Marketing Head

WORK WITH ME

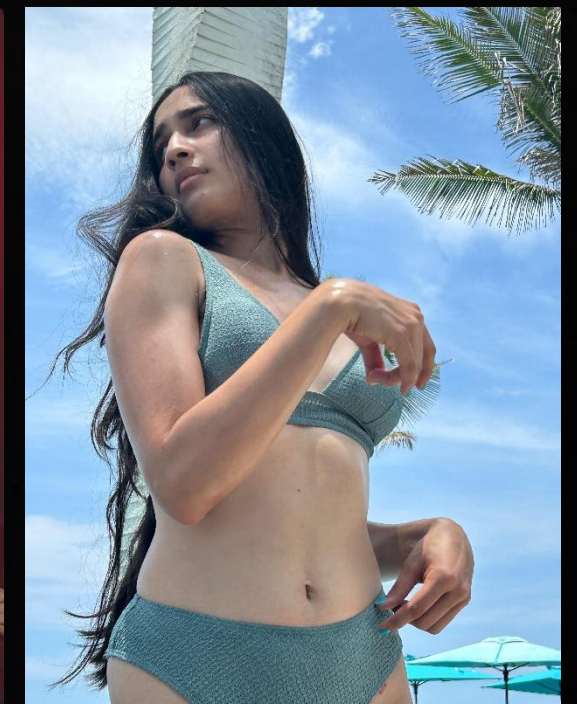
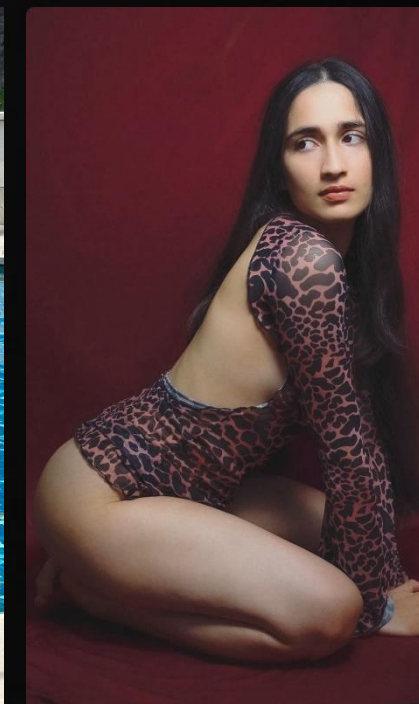


COLLABORATE WITH PURPOSE, CREATE WITH IMPACT



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

