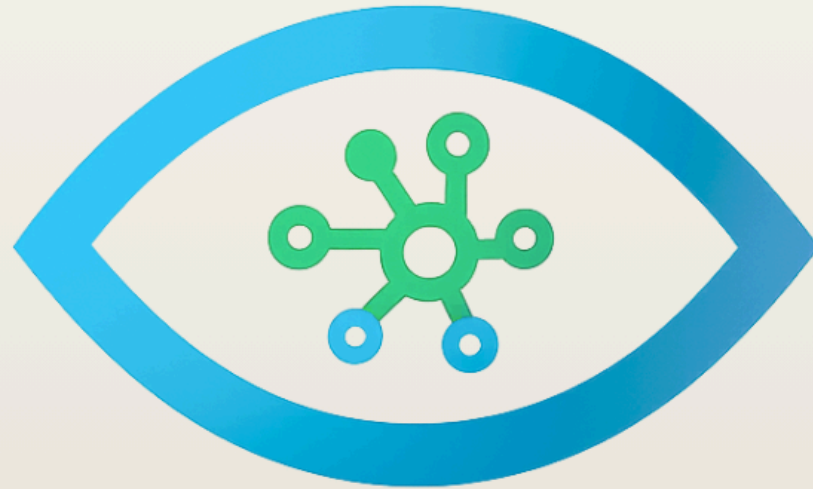




ViznAI

Vision Driven Marketing with AI

01 *Content Development | Digital
Platforms and Event Frameworks*

*Content Curation + Creation
Social Media Influence* **02**

03 *Product Marketing
Branding - Campaign*

*Packaging Content
Branding - Campaign* **04**

05 *Packaging Designs
Branding - Campaign*

*Product Photography
Branding - Campaign* **06**

07 *Events Photography
Live Documentations*

*Advertisement - Campaign
Brand - Photoshoot* **08**

09 *Portraits Photography
Marketing Campaign*

*Scenic Photography
Marketing Campaign* **10**

The contents of this portfolio, comprising all works, are the exclusive intellectual property of ViznAI. Proper credit is given to team members for collaborative projects, while the relevant companies are acknowledged as the primary source of data for professional work. It is imperative to note that unauthorized use or distribution of any material within this portfolio without prior consent is strictly prohibited.

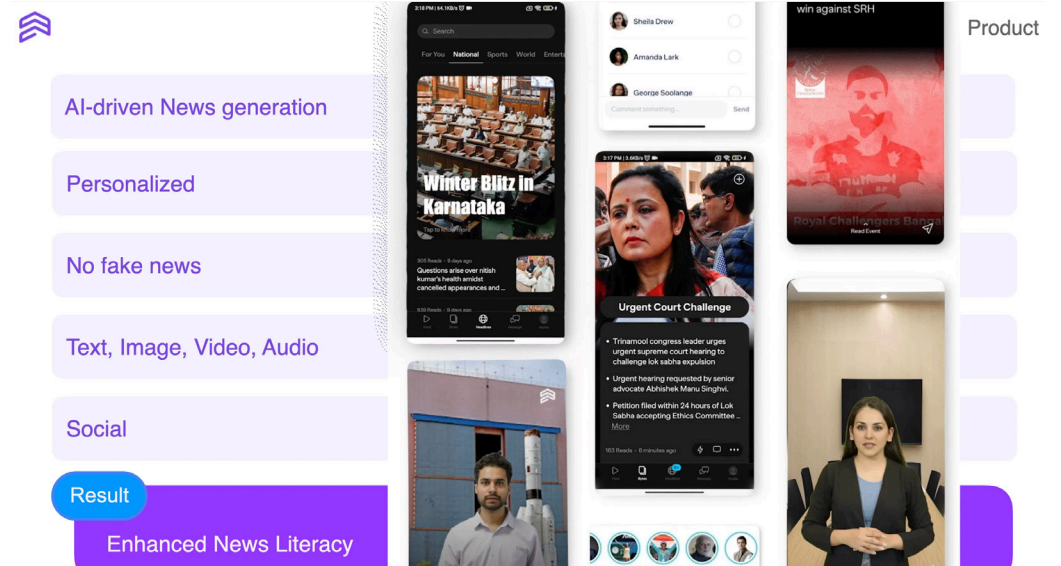
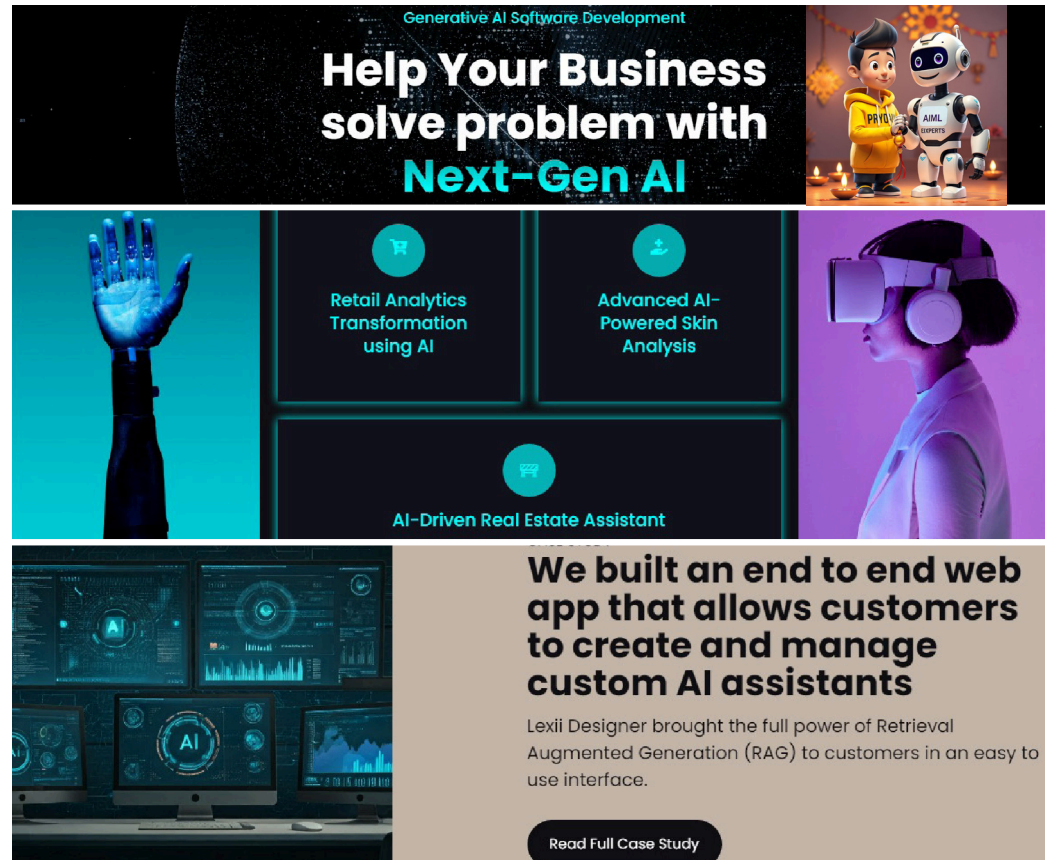
01 Content Curation, Digital Platforms + Event Frameworks

“DigitalBranding and Strategic Engagement”

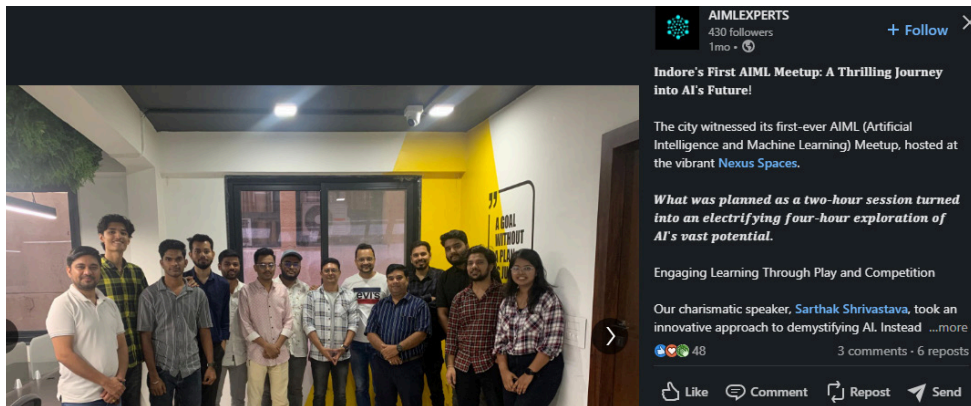
Crafting Impactful Experiences to Drive Organizational Growth

With a robust foundation in creative marketing and social media strategy, I bring technical expertise and a user-centered approach to elevate brand presence and drive engagement. My experience with IT companies like Newzera and AI ML has involved developing and optimizing content for websites, blogs, newsletters, and articles while applying UI/UX principles such as color theory, typography, and visual readability for impactful branding. I have managed social media platforms like LinkedIn for internal and external branding and technical marketing, leveraging analytics and targeted strategies to enhance visibility and boost engagement. Additionally, I designed internal communication initiatives, newsletters, and team-

building events, fostering a cohesive and vibrant work culture. Beyond marketing, I have actively contributed to event management and storytelling. At Newzera, I supported major events, including the app launch at IIT Indore and the product showcase at LitChowk, collaborating closely with the CEO and core team. For AI ML, I curated internal knowledge-sharing events like Chai Pe Charcha, connecting teams with industry experts to bridge knowledge gaps. I also managed newsletters, recruitment support, and employee appreciation initiatives, ensuring a positive work environment. My passion for photo and videography has enriched these efforts, capturing and presenting impactful narratives that enhanced brand visibility and cultivated a motivated and engaged workplace.



<https://aimlexperts.com/> <https://aimlexperts.com/healthcare/>



AI in Healthcare – Revolutionizing Patient Care and Saving Lives

CASE STUDY

OVERVIEW

Artificial Intelligence (AI) is increasingly playing a critical role in healthcare, transforming patient care and enabling life-saving interventions. This case study explores how a leading hospital integrated AI-driven technologies into its healthcare system, resulting in significant improvements in diagnosis accuracy, treatment efficiency, and ultimately, patient outcomes.

World · March 5th, 2022

The United Kingdom exit from the European Union again

Search

Trending News

1. Politics · Trending

UK exit from the European Union again

2. Entertainment · Trending

UK exit from the European Union again

3. National · Trending

UK exit from the European Union again

Suggested topics

Event · World

49K Reach

Brexit: UK exit from the European Union

Sept 21, 2019, 5:00PM ET

Key points

- British sovereign bonds are rallying strong
- British sovereign bonds are rallying strong more than british sovereign bonds

Newzera 23,506 followers · 2yr · Edited

We bring to you dekho.indore, <https://lnkd.in/dSrCr9rw> an Instagram page dedicated to Indore. Do follow and support us and enjoy some original, relatable, humorous and creative content.

#content #creative #instagram #Indore #Newzera

मैं इंदौर बोल रहा हूं

Newzera 23,506 followers · 2yr · Edited

Our second quarterly excursion last week left our hearts full and our tummies fuller! A huge shoutout to Indore Marriott Hotel for hosting our fun day with mouth-watering delicacies and memories of a lifetime.

#fun #dayoffun #fridayfoodies #excursion #healthyliving #healthyworkplaces #team #happyteam #healthyworkenvironment #workexperience #marriott #hotel



Newzera 23,506 followers · 2yr · Edited

Our happy faces came a little early this time, thanks to Aamir Indu for the 'Tha' food curvy for lunch!

Introducing our designer: Chayan Gupta

Fun fact: Chayan's artistic brush can make anything look aesthetic and beautiful. He brings magic in everything he does!

Bigger fun fact: Chayan can devour an entire jar of Nutella in a day!

#designer #happyfaces #weekendvibes #weekendvibes #happyfaces #happyfaces #happyfaces

Newzera 23,506 followers · 2yr · Edited

Newzera is finally launched and it's all set to fly high.

Welcome to Newzera's world of News 3.0 where news consumption is simpler, faster and so much fun.

Witness the journey of our founder Mr. Shrey Sharma who envisions to metamorph Indore into another Silicon Valley.

Here's a glimpse into the unveiling of the world's first, largest and most advanced social network for news.

Watch the full video - <https://lnkd.in/gAGFqFzk>

#NewzeraLaunch #teaser #glimpse #journey #newzera #iitindore #startupindia #techstartup

Newzera App Launch - After Movie Teaser #startupindia #Launch



misinformation
Citizen Journalist
Repeated Content
News-versus-reality
Information Overload
Incomplete Information

02 Content Curation + Creation Social Media Management

“Strategic Content Management”

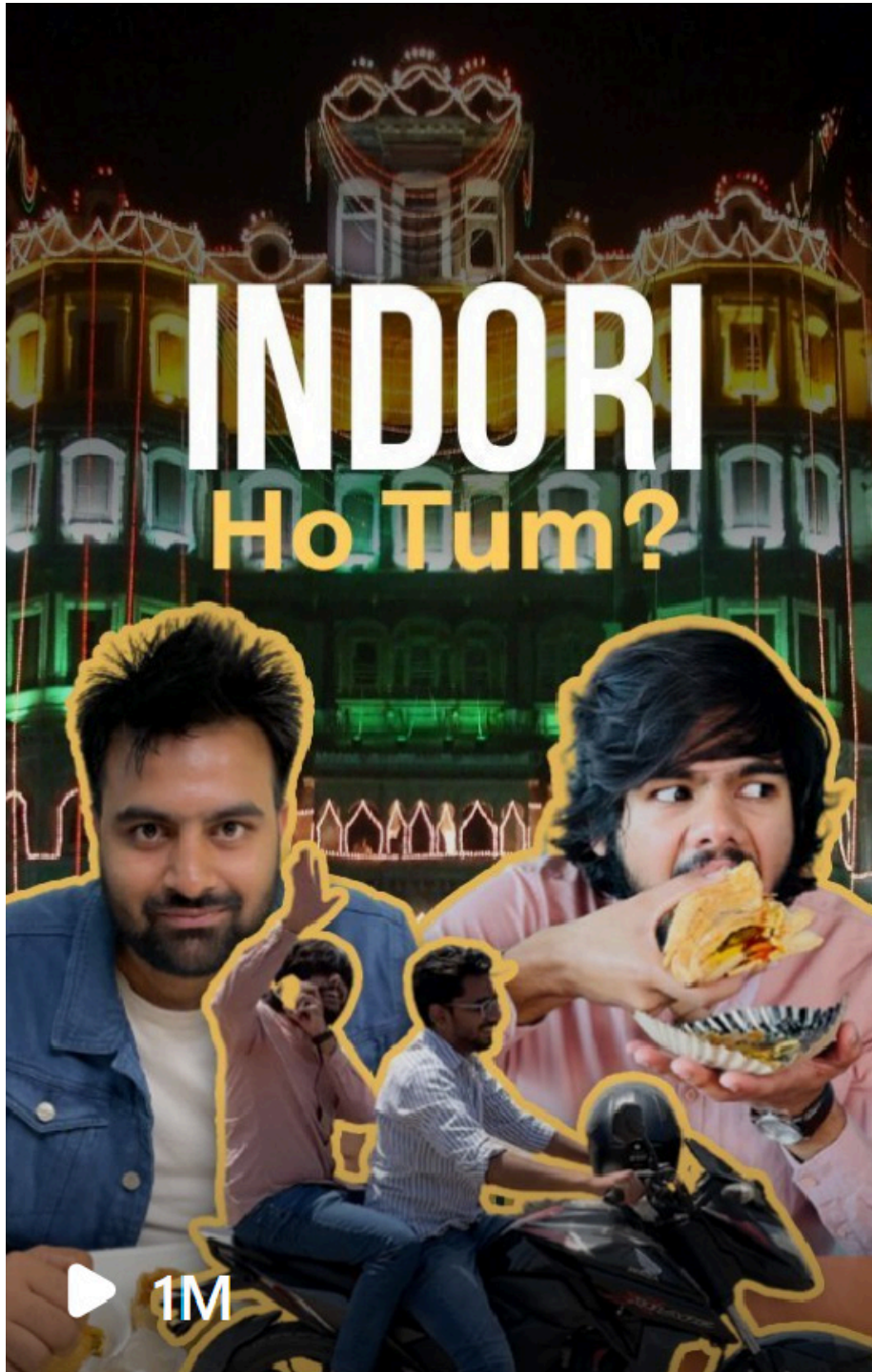
Driving Organic Growth on Social Media Platforms

During our collaboration with NEWZERA, ViznAI led a strategic initiative to manage and enhance digital content for the city of Indore, Madhya Pradesh. Our team took on diverse responsibilities including content creation, copywriting, acting, production, and direction for Instagram reels, along with social media management and category development.

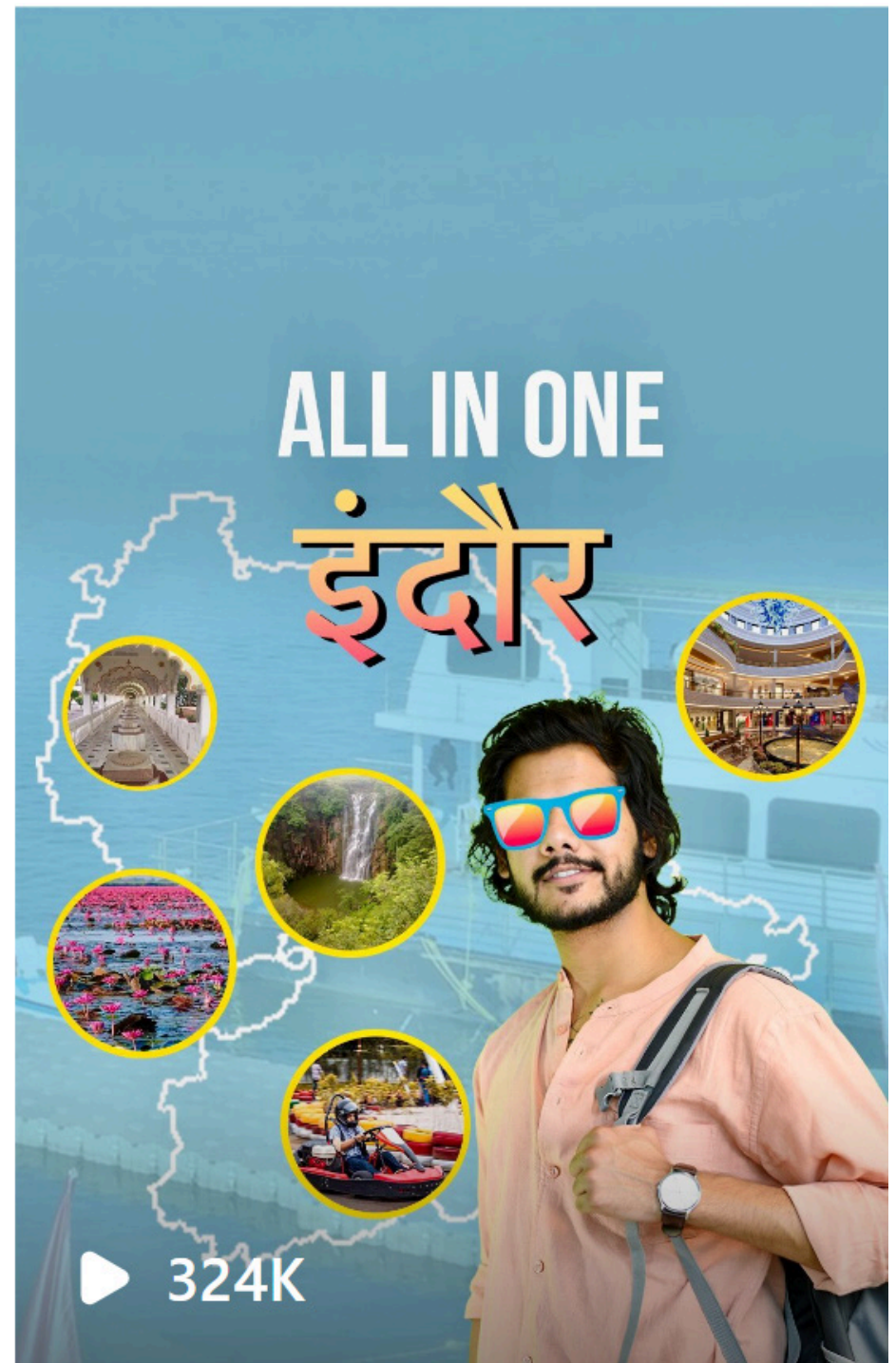
Through the implementation of effective marketing strategies and content optimization techniques, we successfully elevated the visibility and engagement of the content, driving substantial organic growth. This collective effort resulted in an impressive milestone achieving over 3 million total views and 15,000+ followers within just one month.



<https://www.instagram.com/reel/CsGvJWQtFVe/?igsh=MTY5Yjk3NWlwcd4aw%3D%3D>



<https://www.instagram.com/reel/Cqc9vPiD8uk/?igsh=MXF2cTlha20xYzlzdW%3D%3D>



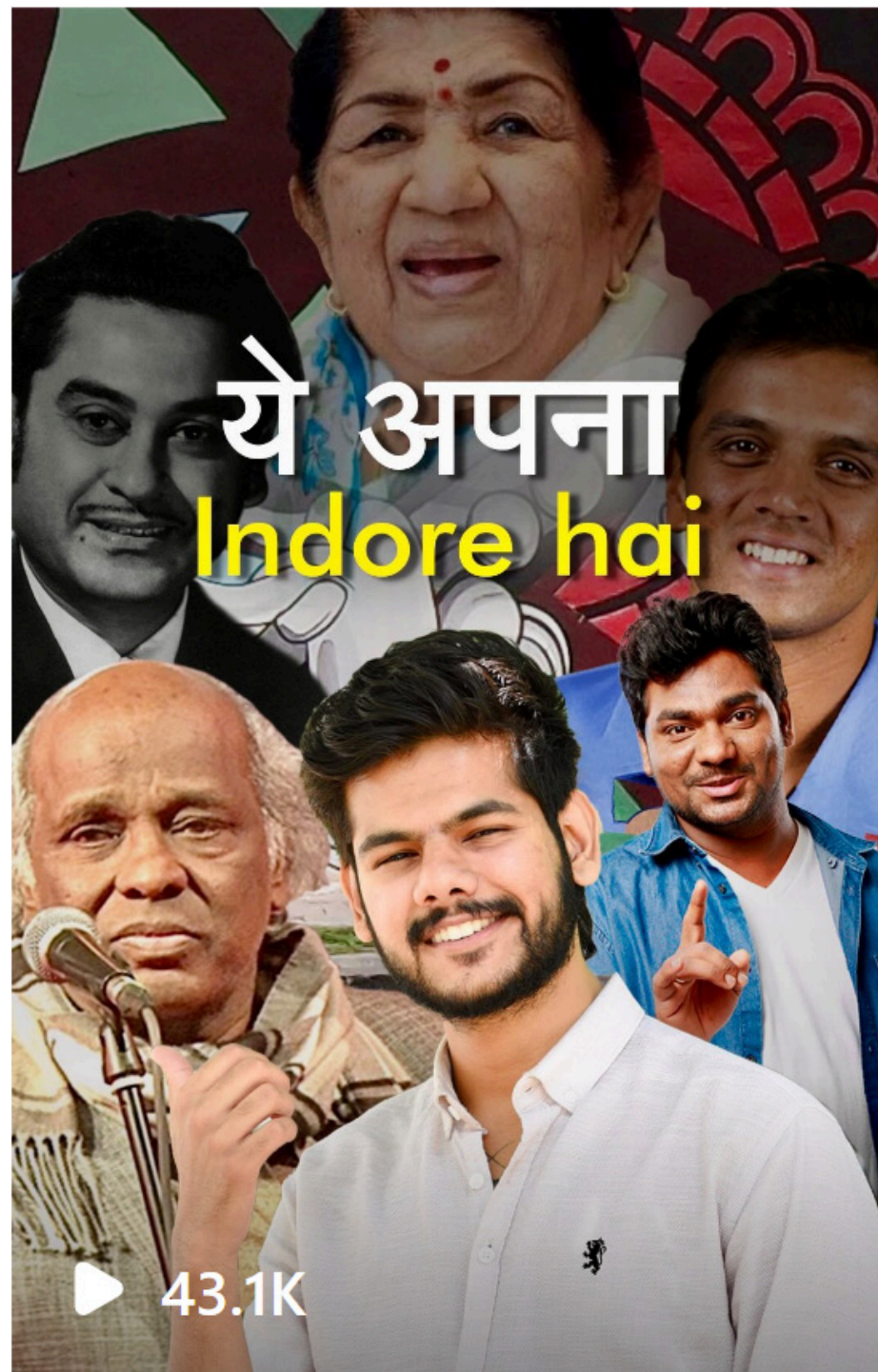
<https://www.instagram.com/reel/CsbaGmlrhC2/?igsh=MXZ0YXdtbDA5NTZxZg%3D%3D>

मैं इंदौर
बोल रहा हूँ



▶ 35.7K

<https://www.instagram.com/reel/CsWMIuwLBZq/?igsh=bDR1NndkbGN6dmdp>



▶ 43.1K

<https://www.instagram.com/reel/Cs3rhxRA5CI/?igsh=MXMyNXR2c2FvcW9ucA%3D%3D>



https://www.instagram.com/reel/Csqhs_PMnk8/?igsh=YWlra3FmNGQ3ZzRw



<https://www.instagram.com/reel/CsVV2W0s3q3/?igsh=MXh2aDhnc2Rvem1vcA%3D%3D>

02 Content Curation + Creation Social Media Management

“Strategic Content Management”

Driving Organic Growth on Social Media Platforms

During our collaboration as the Creative Partner for Indore based media tech company, ViznAI spearheaded a strategic initiative to manage and elevate digital content for the city of Indore, Madhya Pradesh. Our team took on multifaceted responsibilities from content creation, copywriting, acting, production, and direction of Instagram reels to social media management and category development.

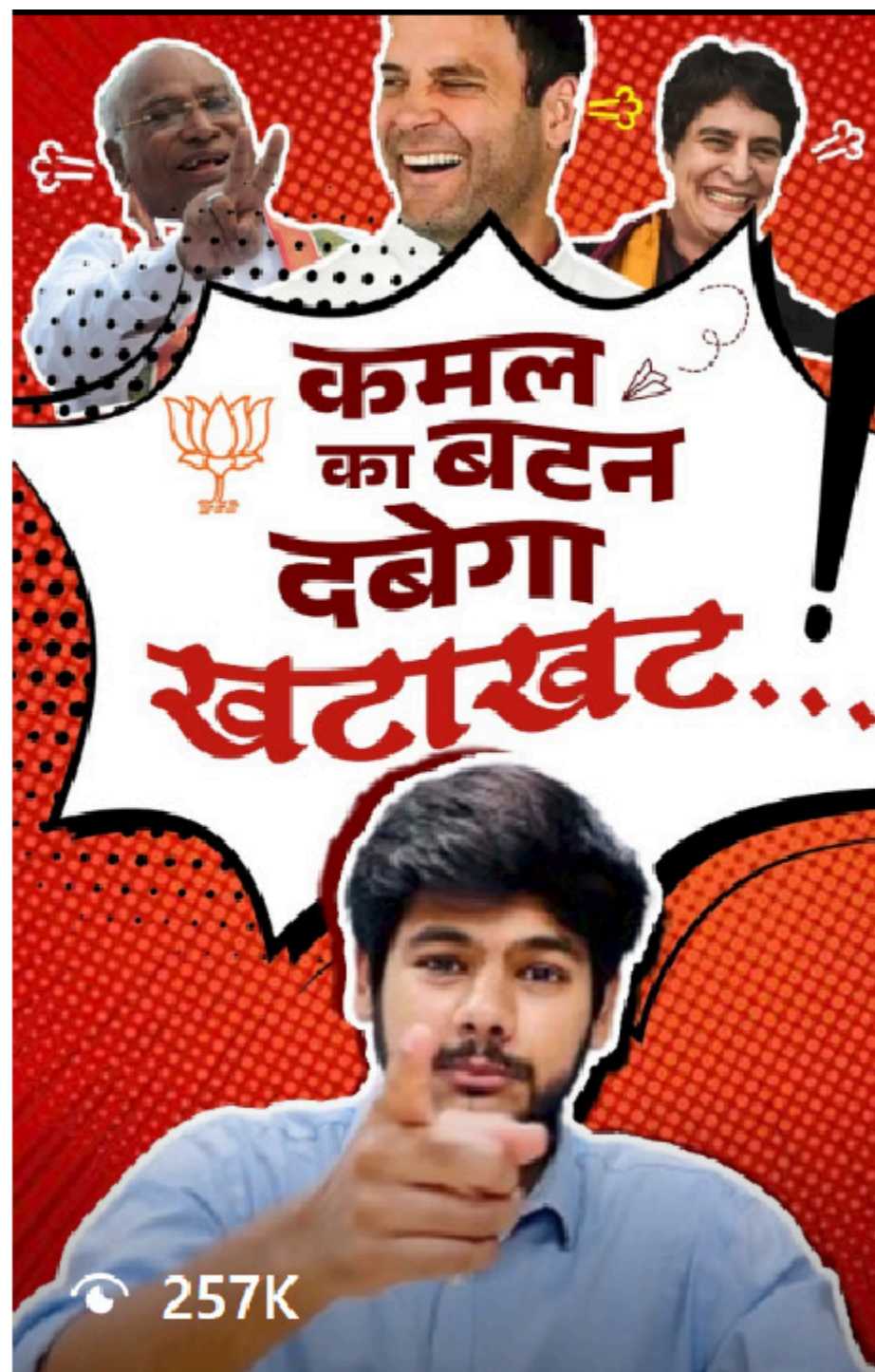
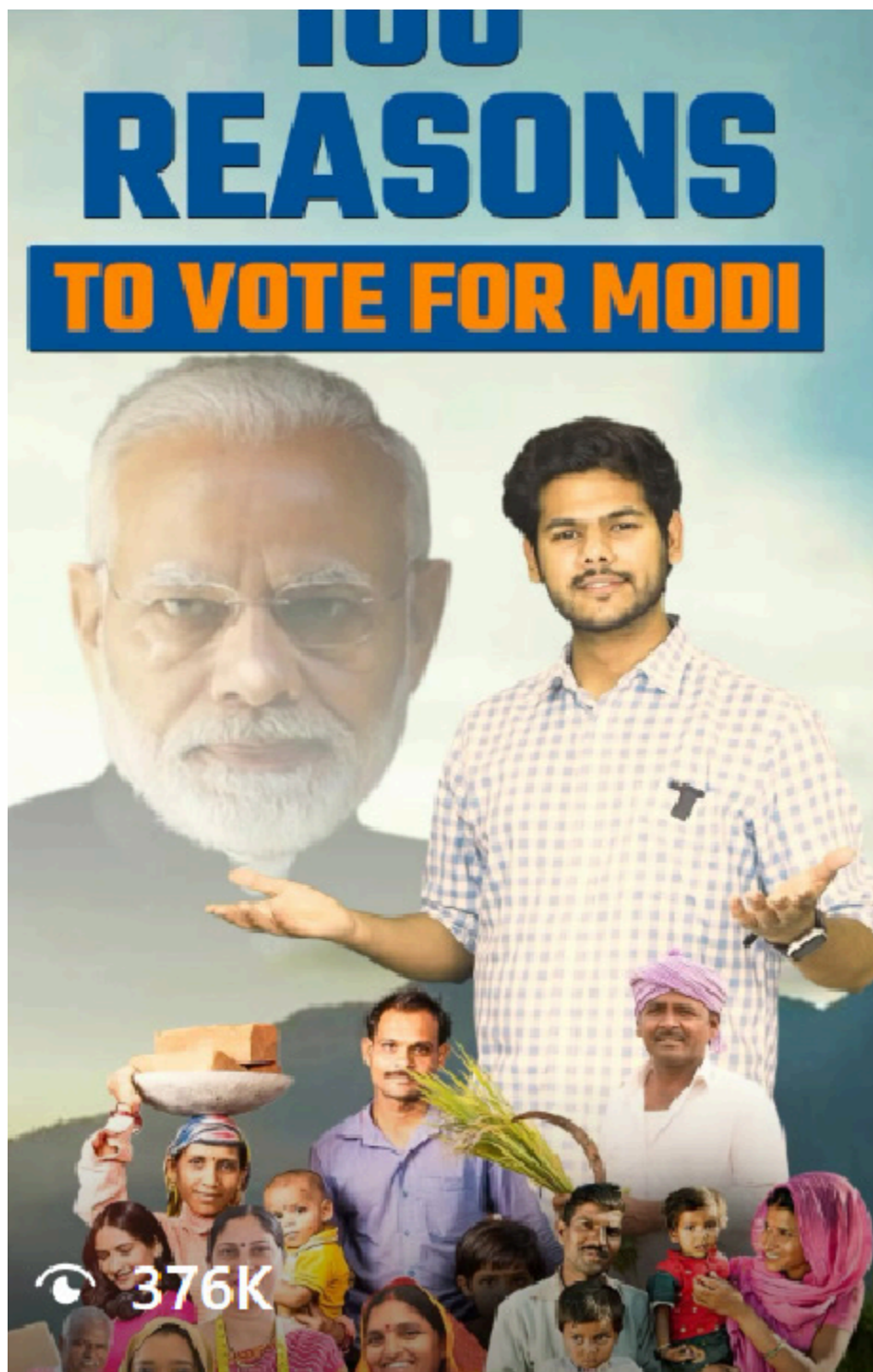
By leveraging effective marketing tactics and content optimization strategies, we significantly enhanced visibility and engagement, driving organic growth across platforms. This collective effort resulted in an impressive milestone achieving over 3 million views and 15,000+ followers within just one month.

The success of this project underscores the strength of our creative strategy, execution, and storytelling approach. Combining creativity, technical precision, and data-driven insights, ViznAI crafted a cohesive narrative that deeply resonated with the audience, driving engagement and fostering a vibrant digital community.

We invite you to explore the curated content and engaging video reels created during this collaboration on Instagram:

👉 [Dekho Indore](#)





4 जून का चुनाव नताज आन क बाद



👁 524K



👁 43.6K



02 Content Curation + Creation

Social Media Influence

“Title: “Emotive Expressions”

Journey Through Hindi Shayari Reels

This project is a creative initiative by ViznAI, passionately developed and refined over the past three years. It centers around the art of expressing human emotions and sentiments through Hindi Shayari, which we transform into captivating video reels. Each piece is carefully crafted from writing heartfelt verses to curating background music and visuals that evoke deep emotional connections.

At ViznAI, we handle the complete process content writing, music selection, and video editing to ensure every creation feels authentic and relatable.

Remarkably, this passion project has achieved over 17 million organic views and more than 17 thousand followers without any paid promotions or marketing efforts. The content, showcased on our Instagram page “Happiest Sad Soul,” stands as a testament to the power of genuine expression and emotionally resonant storytelling.

We invite you to explore our work and experience the emotive journey captured through our creations. If it connects with you, kindly like, share, and follow us for more.

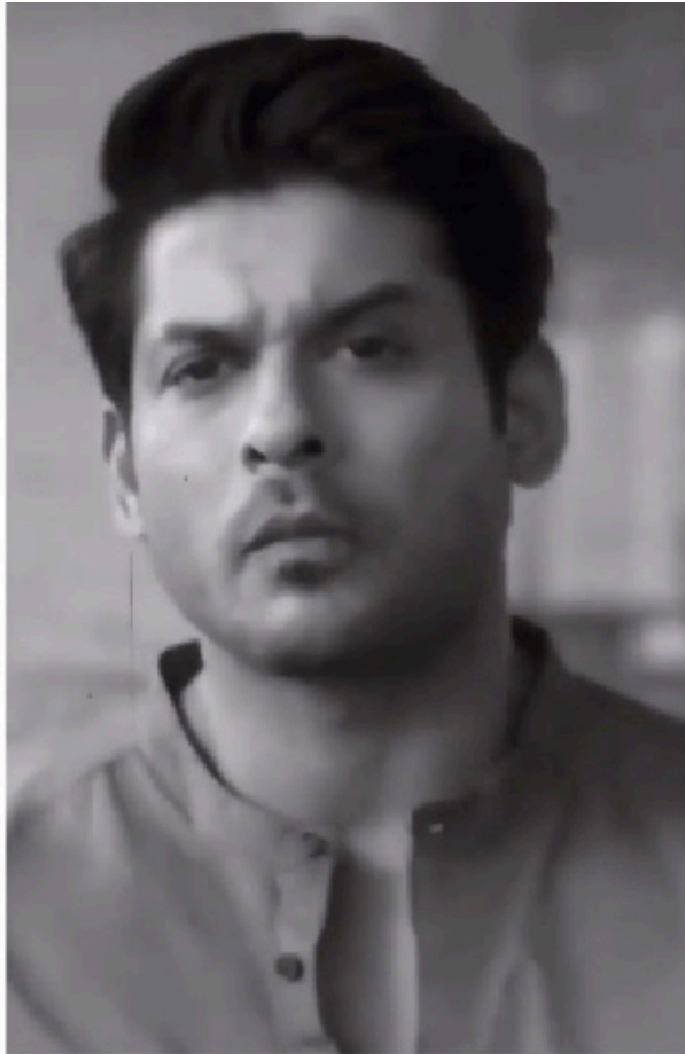
👉 [Happiest Sad Soul](#)



Jab khudse takraya to pata chala thokar kya hoti hai
Jo duniya se hoti hai wo to sirf ek shikayat hoti hai

- ekatva

▶ 4.2M



**Jisko bayan kar sakun apna dard aisa koi mila nahi
Aur mujhe de jaye ab naya dard aisa koi bana nahi**

- ekatva



**Mere samne naa hoke bhi tum mere aas-pass ho
Mere saare sapne sach ho jaye agar tum saath ho**

-ekatva
Thu. 05 Oct 2023





Din guzarte jaa rahe hai
Apne bichadte jaa rahe hai
Jo kehte the sath denge humesha
Wahi sabse piche nazar aa rahe hai

- ekatva

▶ 2.9M



Jaa dhundh la mujh sa koi tujhe chahne wala
Mil bhi jaye agar to mai naa tujhe harne wala

- ekatva
Sun. 26 Mar. 2023

▶ 2M



Mujhe malum hai ki kis hadd tak jaa sakti hai wo mere liye
Jo duniya se to sahi khudse bhi ladke aa sakti hai mere liye

-ekatva
Wed. 03 May. 2023

▶ 1.3M



Katon se ulajh kar katon bhara phool laya hun
Jiske paas dil nahi hai mai uska dil jeet laya hun

- ekatva

▶ 940K

03 **Product - Marketing Branding-Campaign**

“Redefining Cunik”

Paradigm Shift in Cosmetic Branding

A transformative collaboration with Cunik, an innovative cosmetic brand hailing from Gwalior. Our joint endeavor focused on reshaping Cunik's visual identity to secure a commanding presence on leading e-commerce platforms like Amazon and Jio Mart. Through meticulous branding, targeted marketing strategies, visionary packaging design, and captivating product photoshoots, our objective was clear: to illuminate the essence of Cunik's offerings with unparalleled clarity and resonance.

To address brand visibility challenge effectively, we devised a multifaceted strategy encompassing targeted content creation and SEO initiatives. By strategically integrating keywords and content themes revolving around soft skin and acne-free complexion, we ensured heightened visibility and resonance among our target audience. This approach not only bolstered the brand's presence on platforms like Jio Mart but also maintained its trending status, solidifying Cunik's reputation as a leader in the skincare industry.









04 **Packaging-Content Branding-Campaign**

Kartar's Swadeshi

Cultivating Rural Authenticity in Millet Upma

This project entailed the meticulous branding and packaging design of an instant millet upma product, led by an enterprising rural couple. Sourced directly from local farms and plants, the product epitomizes natural authenticity, boasting vegan, locally sourced, organic, and gluten-free credentials. Leveraging a strategic branding approach, we encapsulated the essence of rural culture, with the couple serving as genuine brand advocates, advocating for the 'vocal for local' movement.

Employing advanced SEO and SEM strategies, our aim was to extend the product's market reach beyond traditional retail outlets to prominent online marketplaces. Integral to our strategy was the highlighting of the product's nutritional profile, particularly its rich vitamin and protein content, underscoring its appeal to health-conscious consumers. Branded as Kartar's Swadeshi, the name signifies a dedication to local sourcing and organic authenticity, resonating with discerning individuals seeking wholesome, indigenous dietary options.



Vitamins:

Vitamin A: 20% Daily Value

Vitamin C: 10% Daily Value

Calcium: 2% Daily Value

Iron: 15% Daily Value

Additional Information:

No artificial preservatives.

Low in cholesterol and saturated fat.

Good source of dietary fiber.

Provides essential vitamins and minerals.

This instant millet upma is not only a quick and convenient meal but also a nutritious choice. With a balance of carbohydrates, proteins, and essential vitamins, it contributes to a healthy and satisfying diet. The inclusion of millet (Ragi) adds an extra nutritional punch, making it a wholesome option for those looking for a tasty and nourishing meal.



KARTAR'S
SWADESHI



INSTANT MILLET UPMA



05 Packaging - Designs Branding-Campaign

“Bea You’s Gentle Glow” *Elevating Skincare Elegance:*

The branding and packaging initiative for Bea You, aimed to position their sunscreen and water-based cleanser as exceptionally gentle and effective products. With standout features like non-foaming, non-sticky, and non-comedogenic properties, our strategy focused on accentuating keywords such as hydration, skin soothing, water resistance, and vitamin-based formulations prominently on the packaging. This emphasis extended to our SEO efforts on platforms like Google and Amazon, where the strategic placement of these keywords aimed to enhance online visibility .

An integral aspect of our approach was the adoption of a minimalist design ethos for the packaging, allowing the highlighted keywords to take center stage while imparting a sense of premiumness and sophistication. By seamlessly integrating branding strategies with targeted SEO initiatives, we sought to position Bea You as a preferred choice for consumers seeking skincare solutions that blend gentleness with effectiveness.





Zinc & Vitamin C



6 HOURS LONG PROTECTION

Suitable for All Skin Types

60 g
(2.11 Oz)

INGREDIENTS :

Cyclopentasiloxane Dimethicone Crosspolymer, Methicone PEG-12 Dimethicone/PPG-20 Crosspolymer, Ethylhexyl Methoxycinnamate, Cyclopentasiloxane PEG/PPG-18/18 Dimethicone, Methylene Bis-Benzotriazolyl, C12-C15 Alkyl Benzoate, Dimethicone Crosspolymer, Ethylhexyl Triazone, Silica, Lauryl Laurate, Diazolidinyl Urea (and) Iodopropynyl Butyl Carbamate, Octyl Methoxy Cinnamate, Iso Propyl Myristate, Methylene Bis-Benzotriazolyl Tetramethylbutylphenol (and) Aqua (and) Decyl Glucoside (and) Glycerin (and) Xanthan Gum, BHT, Diethylamino Hydroxybenzoyl Hexyl Benzoate, Caprylylglycol, Tetramethyl Butyl Phenol, Bis-ethylhexyloxyphenol Methoxyphenyl Triazine, Propylene Glycol, Zinc and Vitamin C, Olivum 1000, Phenyl Trimethicone, and Fragrance.

Storage: Store in a cool, dry place.

For external use only.

Warning: Avoid contact with eyes and other membranes.

Mfg. Date:
M.R.P. (=): 625/- Rs
Incl. of all taxes

Vitamin C:
Helps combat free radicals formed by UV radiation. It possesses brightening properties and provides protection against the sun.

Zinc:
May protect the skin from UV damage due to its interactions with other metals in our body, such as Iron and Copper. Zinc is also known to assist in treating acne problems.

How to use:
Apply Matte sunscreen on your face and neck, massaging it gently.

Note:
Apply Fair-wish Gel 20 minutes before stepping outside to allow the ingredients to fully bind to the skin.



06 *Product Photography* *Branding-Campaign*

“Exquisite Craftsmanship”

Illuminating The Elegance Of Ceramic

Embark on a journey through the realm of fine ceramic artistry, as we unveil our collaborative endeavor with a pioneering startup hailing from Indore. Our shared objective: to epitomize and accentuate the unparalleled quality of their forthcoming ceramic product line through a meticulously orchestrated photoshoot. Featuring an array of designs boasting diverse color textures and intricate patterns, our focus was to ensure that each frame mirrored the depth and sophistication inherent in the product range.

Beyond mere visual aesthetics, our project served as a strategic initiative to extend the brand's presence across leading e-commerce platforms such as Amazon, Flipkart, and Snapdeal. Through a masterful interplay of light, shadow, and carefully curated backgrounds, our imagery beckons discerning consumers to explore and embrace the exquisite craftsmanship embodied within each ceramic creation. Witness the enchanting dance of light and shadow as it gracefully enhances and supports the timeless elegance of our client's offerings, redefining the standards of visual storytelling and brand representation in the digital landscape.





06 *Product Photography Branding-Campaign*

“Elevating Brand Identity” Showcasing Premium Essentials

In a strategic endeavor to elevate and uplift brand presence and market appeal, I undertook the task of showcasing a curated collection of dining table and kitchen essentials through meticulous product photography. Collaborating with esteemed ceramic brand, the objective was clear: to redefine culinary elegance through visual storytelling.

Through a seamless fusion of artistry and strategic branding, each frame captured the essence of sophistication and functionality embodied within the premium fibrous plasticware. Notably, the inclusion of stainless steel caps served as both a practical necessity and a visual testament to modern elegance, further accentuating the brand's commitment to quality and innovation.

This comprehensive branding, marketing and print media campaign seamlessly integrated product photography into the brand's portfolio, solidifying its reputation as a purveyor of timeless culinary excellence to elevate everyday culinary experiences.





07 *Events Photography Live Documentations*

"Capturing Celestial Moments"

The Art of Live Event Photography

These projects epitomize a culmination of live photography ventures undertaken during high-profile events such as fashion shows, ramp walks, and live concerts. The primary objective was to intricately manipulate camera settings to ensure optimal image capture, meticulously preserving the charismatic allure and dynamic energy exuded by celebrities amidst the meticulously orchestrated ambiance of the venues.

Through meticulous adjustment of aperture, shutter speed, and ISO sensitivity, with each photograph within this portfolio attests to a deliberate endeavor to achieve technical precision and aesthetic excellence. This entailed adeptly harnessing the interplay of light and shadow to accentuate the focal subjects, thereby encapsulating the essence of the moment in its entirety. Leveraging advanced photographic techniques, including dynamic range optimization and selective focus, these images vividly evoke the electric atmosphere and palpable excitement permeating the live events.





08

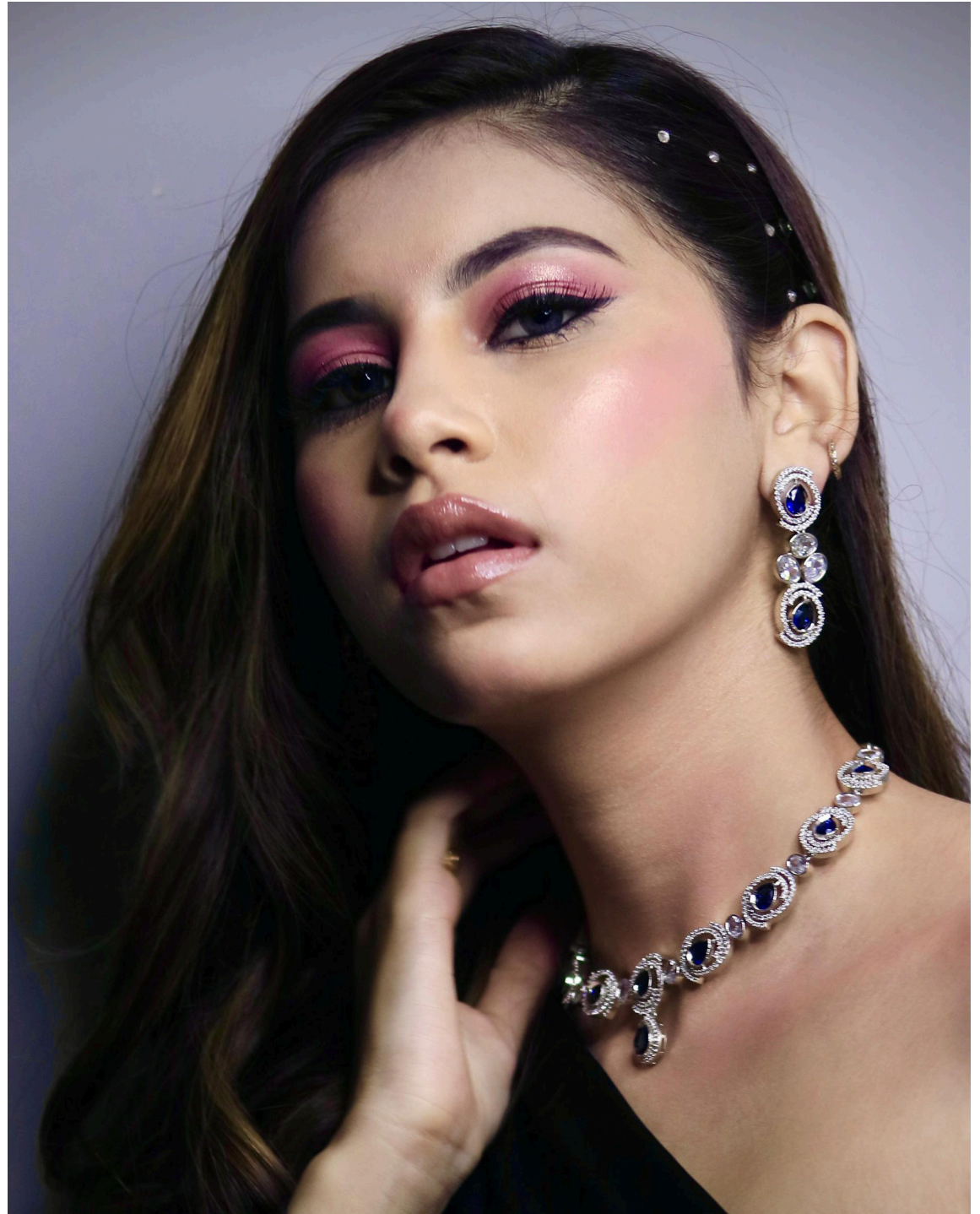
Ad - Camapaign Brand - Photoshot

“Elegant Illumination”

Capturing the Essence of Imitation Jewelry

This project involved a brand and model shoot conducted for a conceptual presentation to a prominent imitation jewelry brand in Indore. The primary objective was to showcase their jewelry products such as necklaces, rings, and earrings on live models, thereby accentuating the elegance of the designs and the quality of craftsmanship. The shoot aimed to capture the essence of the brand's offerings, providing a visual representation of their sophistication and allure. The photographs obtained from this session were intended for use in magazines, brochures, billboards, and display walls within the brand's physical stores, as well as for newspaper advertisements. Employing a strategic use of elegant lighting, the shoot sought to highlight the intricate details and unique features of each piece, enhancing their appeal to potential customers.

Through this meticulously planned shoot, the aim was to create visually captivating imagery that would effectively communicate the brand's message of sophistication and quality.





09 *Potraits Photography Marketing Campaign*

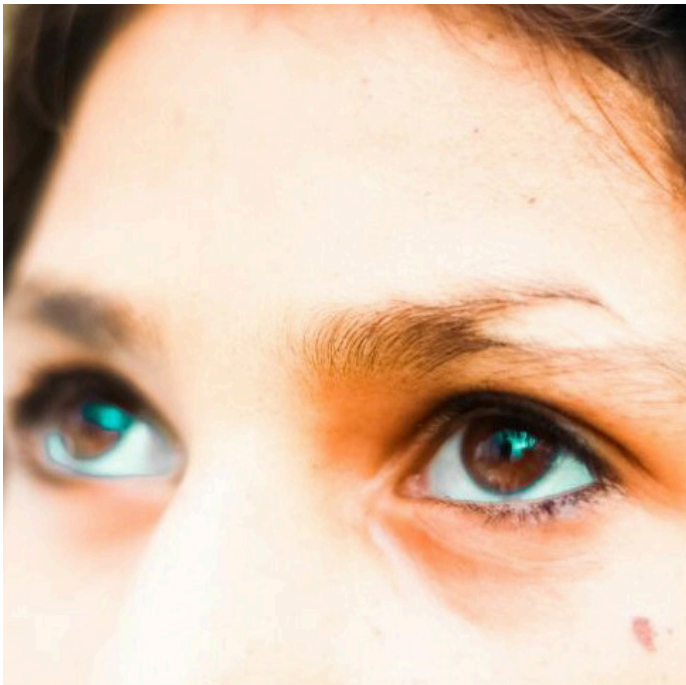
“Discovering India”

A Journey Through Rural Realms

This project encompassed a comprehensive shoot tailored for a magazine and social media campaign, serving the purpose of promoting a business dedicated to exploring India through meticulously crafted tours and packages. With an overarching goal of providing people an immersive experiences, the campaign sought to unveil the multifaceted tapestry of India’s regions, delving into the intricate layers of culture, cuisine, heritage, festivals, and weather patterns that define each locale uniquely.

Specifically, the photoshoot was meticulously orchestrated to spotlight the diverse individuals residing in rural India, aiming to encapsulate their essence and way of life. Through the artful blend of visual storytelling and cultural immersion, the photoshoot aimed to ignite curiosity and wanderlust, beckoning travelers to venture beyond the beaten path and immerse themselves in the captivating allure of rural India’s charm and diversity. The campaign endeavored to evoke a sense of authenticity and connection and discovery.





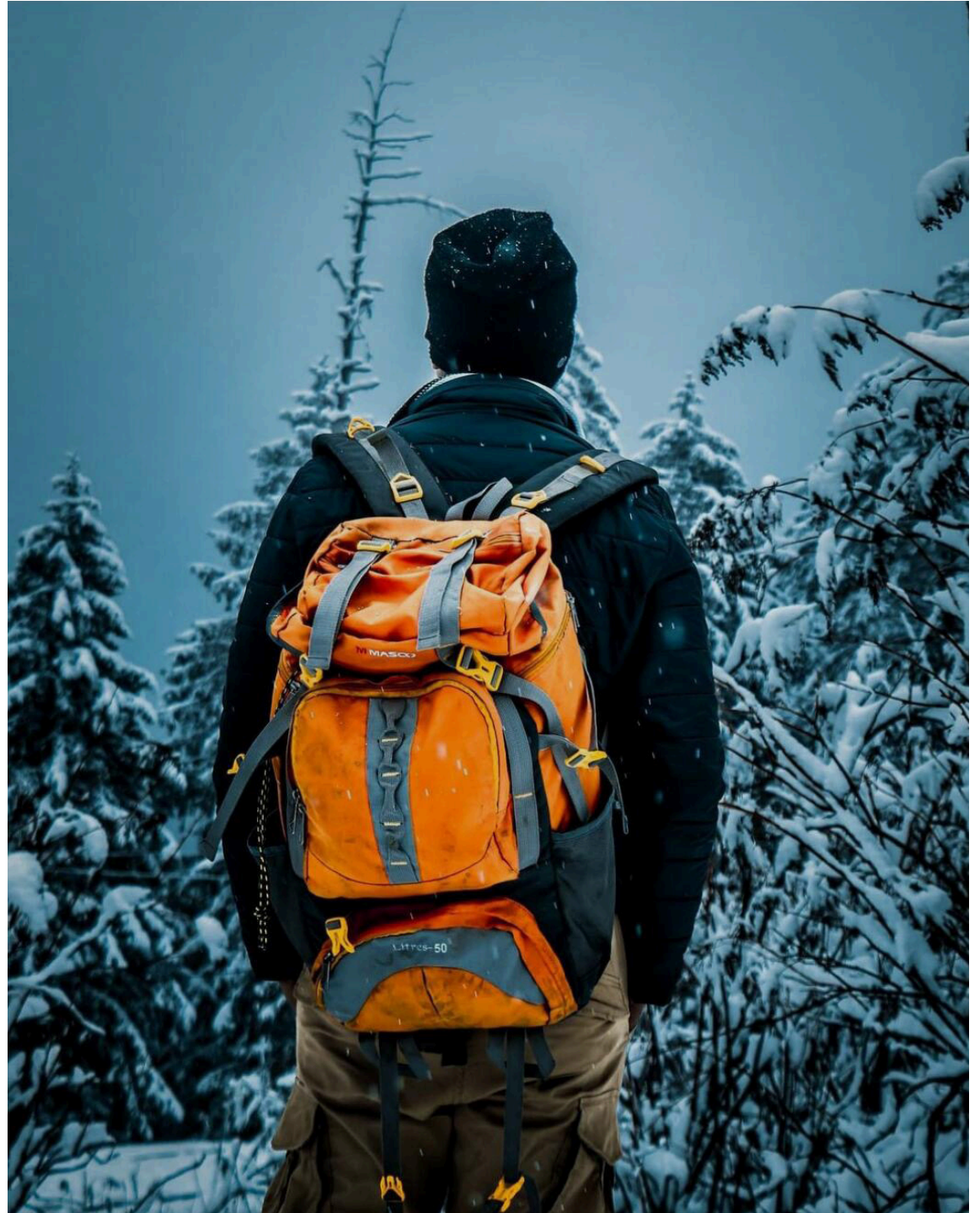
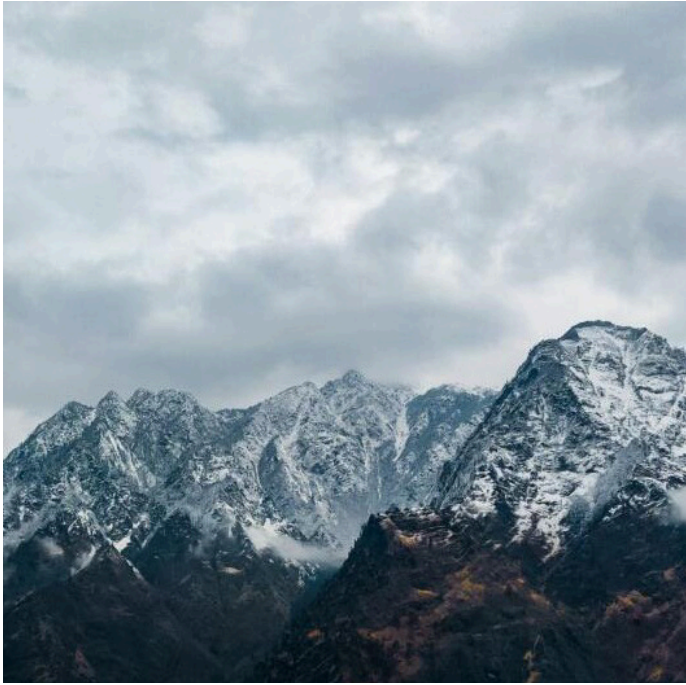
10 *Scenic Photography Marketing Campaign*

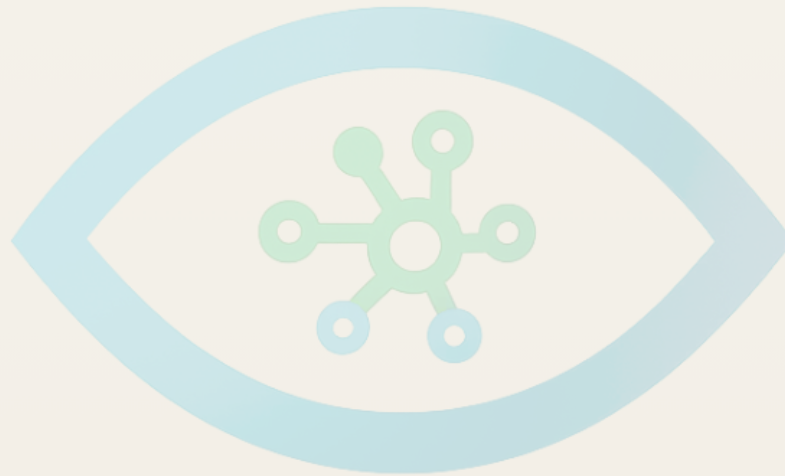
“Exploring India’s Alpine Charms” *A Journey Through Mountainous Auli*

This project comprised a photoshoot conducted for a magazine and social media advertising campaign for a business specializing in exploring India through curated tours and packages. The company’s focus spans a wide array of regions, delving into the intricacies of local cultures, cuisines, heritages, festivals, and climates. With a penchant for providing captivating facts and insights about diverse destinations, cultures, and heritages, the photoshoot aimed to visually augment the company’s promotional efforts.

Specifically, the shoot spotlighted mountainous and cold regions, highlighting the packages offered for trips to these areas. Set against the backdrop of Auli in Uttarakhand, the photographs captured snow-laden landscapes, majestic mountains, rustic wood cottages, and travelers immersing themselves in the serene of the surroundings. Through this visual narrative, the campaign sought to evoke wanderlust and entice travelers to embark on memorable journeys.







Vision Driven Marketing with AI

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