

# Soft communication. Serious growth.

Khushboo Makhija is a social media professional, content producer and podcast host helping people and small brands turn ideas into clear, useful digital stories.

KHUSHBOO · GIVE IT VOICE · MOMAGER

## A practical media partner for creators, mothers and growing brands.

Khushboo's work brings together social media strategy, short-form video, creator partnerships, podcast production and privacy-aware guidance for mothers building a public voice. Her approach is warm and hands-on: clarify the message, create a realistic system, deliver the work, and improve from what the audience actually responds to.

### 2017–2019

Social Media Assistant ·  
MissMalini.com

### 2020–2021

Social Media Manager · Radhika  
Bangia

### Since 2022

Freelance Social Media Manager ·  
Give It Voice

## Verified experience

- Self-produced YouTube podcast channel launched in March 2024; the May 2025 portfolio records 8 produced and hosted episodes.
- Hands-on production across shooting, reel editing, content strategy, promotional content and social publishing.
- Creator and brand work documented across beauty, education, events, products, dental, and influencer accounts.
- Three completed personalised Mom Creator plans demonstrate privacy-aware positioning, content pillars and realistic weekly systems.

## Documented brands and creator work

### Brisbane Event Decorators

Social media management; Instagram account support and Meta advertising.

### Evava Dental Studio

Facebook and Instagram management with content strategy.

### Aramse Official

Instagram management, reel editing, content ideation and copywriting.

### Edutess Co. · 2021

Social, website, email and WhatsApp marketing across multiple platforms.

### Artek Bags · 2022

Instagram management, Meta advertising and IndiaMART marketing.

### The Blow Dry Bar · 2022

Instagram management, reel editing, videography and pamphlet design.

## Momager in practice

The Momager offer is built around practical teaching, not promises of virality. Existing plans for Mamta, Sapna and Poorvi cover audience positioning, privacy-safe filming, content pillars, sustainable posting rhythms, and clear first-reel ideas.

### Mamta

Mother-and-baby identity built around learning, growth and a two-Reel weekly rhythm.

### Sapna

Flexible visible/faceless content with explicit child-privacy choices.

### Poorvi

A repeatable connect/value/trust rhythm designed to build recognition before monetisation.

## Collaboration formats

- Social strategy and content systems
- Reels, edits and social-first event films
- Creator sourcing and campaign coordination
- Podcast and interview content
- Mom Creator assessments and coaching

# Clear briefs. Calm communication. Reliable follow-through.

## 01 · Listen

Understand the audience, objective, constraints and approvals before suggesting content.

## 02 · Simplify

Turn the brief into clear pillars, deliverables, owners and deadlines.

## 03 · Make

Create, coordinate, edit and communicate through a defined review process.

## Proof policy

This media kit intentionally excludes unverified follower counts, reach claims, revenue numbers, client-result claims, testimonials and third-party logos. Testimonials or campaign metrics can be added only when a dated source and permission to publish are available.

## Available for

- Founder-led and small-business social campaigns
- Creator collaborations and UGC coordination
- Wedding and celebration content
- Editing and reel production
- Mom Creator guidance and structured learning

# LET'S GIVE YOUR WORK A CLEARER VOICE.

Instagram · @khushboo.makhija18 | @giveitvoice.in

YouTube · @khushboo.1896

Source basis: Khushboo Makhija portfolio (May 2025); Momager Quick-Start Guide; Mamta, Sapna and Poorvi personalised plans; 2026 Creator Playbook; supplied career and Momager source sheet. Last prepared August 2026.