

# BHUMIKA NARALE.

*Social Media Manager & Digital Marketing Strategist*

Helping small businesses show up online with clarity,  
consistency, and meaningful content.



# INTRODUCTION

*Hi, I'm Bhumnika*

I'm a social media manager and digital marketing strategist who enjoys creating calm, clear, and purposeful online identities for small businesses. I blend simple visuals, steady planning, and honest communication to help brands grow at a natural, comfortable pace.

I've worked with clinics, local brands, creators, and small businesses who trusted me with their content, ads, and social media presence. My approach is straightforward: keep things simple, keep them real, and build consistency step by step.

This portfolio is a small reflection of my work and the kind of digital presence I enjoy creating for people.





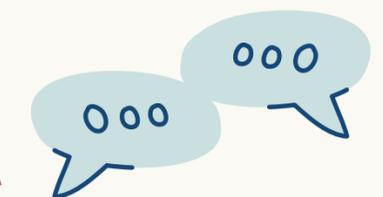
### *Content Creation & Strategy*

Content pillars, Storytelling ideas, Brand tone and messaging, SEO-friendly content, Creative direction on Canva



### *SEO & Website Support*

Basic keyword mapping, Blog topic planning, On-page SEO updates, Simple website improvements, WordPress editing and setup



### *Paid Ads (Meta & Google)*

Campaign setup, Audience targeting, Ad visuals and copy, Basic performance tracking



*Have a look at my*  
**SKILLS & EXPERTISE**



### *Social Media Management*

Monthly content planning, Post and story ideas, Caption writing, Feed style and visual direction, Scheduling and posting, Basic insights and reporting



### *Brand Identity (Light Version)*

Moodboards, Color palette selection, Font pairing, Feed style direction, Basic brand voice guidance

# *Clients* I've Worked With

A short look at the brands and people I've supported through social media, content, and ads. Each project helped me learn, grow, and understand what works for small businesses online.



# #1

# The Social Kraft

I managed their social media presence across Instagram and LinkedIn, creating posts, writing captions, and planning monthly content. I also handled Meta ads for lead generation and helped them attract clients through clear, consistent communication.



Sample  
Carousel Post  
Content &  
Design



**#The Social Kraft**  
SOLUTION FOR SOCIAL

## Struggling to Grow Your Brand on Instagram?

We help small brands and startups stand out with proven digital strategies.

**Our services :**

- Social Media Management
- Instagram & Meta Ads
- Content Creation & SEO
- Growth Strategy & Consulting

**Plans starting at just ₹6,000/month\***

**DM us "START" to get a FREE consultation and discover how we can help your brand grow.**

Ad Copy  
Sample &  
Design

तुमच्या व्यवसायाला नवा वेग द्या!

**पुरणपोळी पेक्षाही गोड अशी गुढीपाडवा विशेष ऑफर -**

नवीन वर्ष, नवीन संधी! गुढीपाडवा या शुभ मुहूर्तावर तुमच्या ब्रँडसाठी सोशल मीडिया मार्केटिंग सुरू करा  
**फक्त ₹5000/- पासून!**

**#The Social Kraft**  
SOLUTION FOR SOCIAL

**Creator Economy Boom: A Win for Small Brands**

Brands are Becoming Creators. Creators are Becoming Brands.

This isn't a trend — it's a shift. You can build community, authority, and trust all in one reel.

**IT'S 2025, AND GUESS WHAT? EVERYONE'S A CREATOR — ESPECIALLY SMART BRANDS LIKE YOURS.**

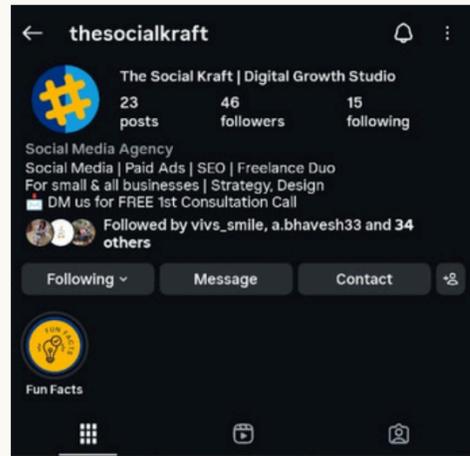
The Creator Economy Isn't Just for Influencers Anymore

# #1

# More Post Samples



Sample  
Carosuel Post  
Content &  
Design



## THE RISE OF VOICE SEARCH. IS YOUR BRAND READY TO BE HEARD?

"Hey Siri, find me the best bakery near me..."  
Voice search is everywhere in 2025.

Swipe →

### 1. The Shift

More than 50% of searches now happen using voice. People talk to their phones like they talk to friends.  
Your business needs to show up in those conversations.



### 2. What Voice Search Loves

- Simple, conversational language
- Questions like "What's the best X near me?"
- Quick, direct answers
- Mobile-first + Local SEO optimize website



### 3. Quick Fixes You Can Make

- Add a clear FAQ page
- Use natural language in content
- Register on Google Business Profile
- Make your website mobile-friendly (because voice = mobile!)



### A. Want to rank higher in voice results?

Start your blog answers with phrases like: "The best way to..." or "Here's how to..."  
That's what smart assistants love to read aloud!



**The Social Kraft**  
SOLUTION FOR SOCIAL

thesocialkraft@gmail.com

# #2

## Saffron Maternity & Nursing Home

I handled their Instagram page with content creation, monthly calendars, post designs, and appointment-focused ads. My work helped increase local visibility and build trust with expecting parents.



**HIGH-RISK  
PREGNANCY?  
YOU'RE IN SAFE HANDS**

Pregnancy should feel safe, even when it's high-risk.

**AT SAFFRON MATERNITY, WE PROVIDE:**

- Expert care for high-risk pregnancies
- Round-the-clock monitoring
- Safe delivery plans tailored to you



**BOOK AN APPOINTMENT:**  
☎ +91 8850614792



**TRYING TO CONCEIVE?  
LET'S TAKE THE NEXT  
STEP TOGETHER**

Ready for a baby but things aren't going as planned?  
We're here to help.

**AT SAFFRON MATERNITY, WE OFFER:**

- Personalized infertility treatment
- Gentle, supportive consultations
- Proven success stories from real families

**Call us to book your first step toward  
PARENTHOOD:**

☎ +91 8850614792



Ad Copy  
Sample &  
Design



# #2

## More Post Samples



Sample  
Carousel Post  
Content &  
Design



### How to Mentally Prepare for Delivery

Stay calm, feel ready – here's how.



### It's Okay to Be Scared

Fear is normal.  
But stress can slow down labour.  
Let's help your mind stay calm, so your body can do its job.

### Know What to Expect

- The unknown feels scary.
- Attend prenatal classes
  - Ask your doctor anything
  - Learn what labour really feels like



### Breathe Better, Feel Better

Deep breathing = instant calm.  
Try this now:  
Inhale for 4... hold 4... exhale 6  
It works in labour too!

### Picture a Smooth Birth

Close your eyes.  
See yourself holding your baby.  
Feel that peace? Keep that vision with you.



### Make a Simple Birth Plan

Write down your preferences:  
- Pain relief  
- Who's with you  
- Music/lighting  
Then stay open – birth is unpredictable but beautiful.

### Talk It Out

Share your fears with someone you trust –  
Your partner, doctor, or a mom friend.  
You're not alone in this.



### Trust Your Body

Say it with us:  
"I am strong. My body knows what to do."  
Positive affirmations really work!

### You've Got This

Mindset makes a huge difference.  
Start prepping now.  
We're here for you – every push, every breath.

Trusted care for your motherhood journey!  
Book your consultation today:  
**+918850614792**



# #2

## More Post Samples



Sample  
Carousel Post  
Content &  
Design



# #3 Morya Clinic

I supported their clinic by creating Instagram posts, ideas, and ad campaigns to increase footfall. I managed their online reputation through GMB and Instagram, handled queries, and kept their brand presence clean and approachable. Through steady posting and engagement, I also helped them increase their follower base.

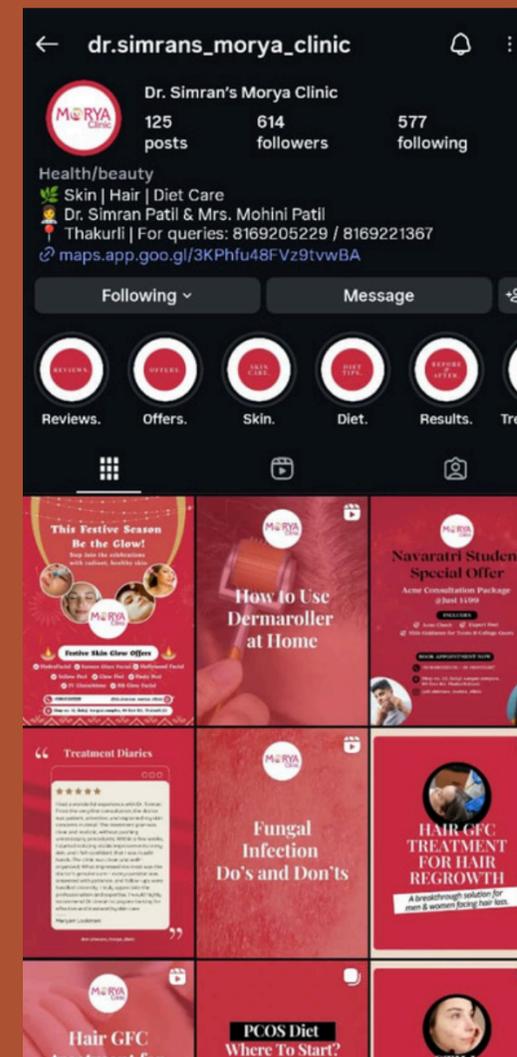
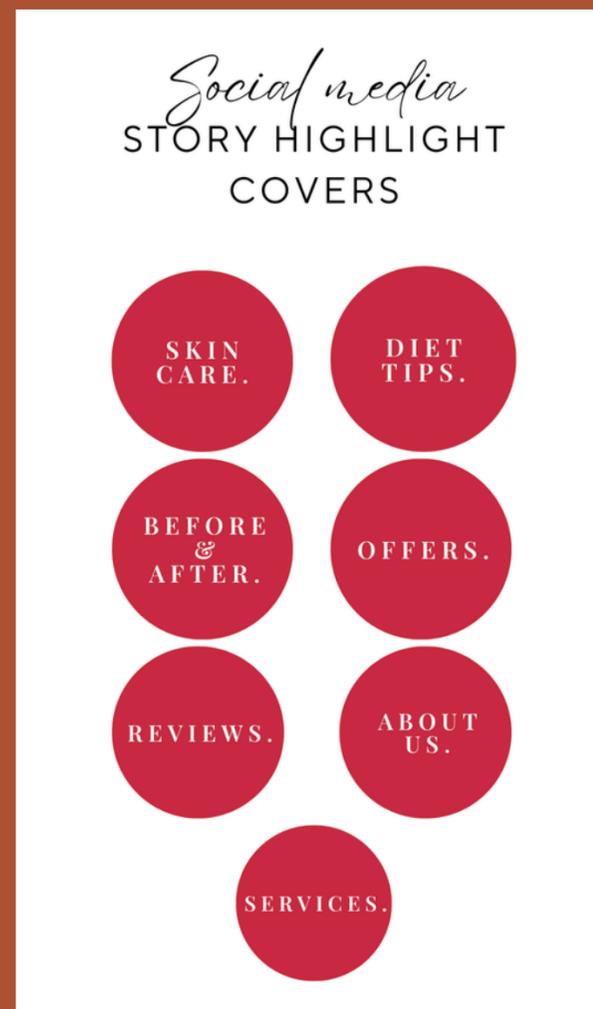


Logo



Ad Copy  
Sample &  
Design

Aesthetic Grid



# #3

## More Post Samples

बालाजी नगर  
THAKURLI  
ठाकुर्ली  
90 Feet Rd

See photos See outside

**Morya Clinic- Skin,Hair, Laser & Diet specialist in Thakurli**

4.6 ★★★★★ 55 Google reviews  
Doctor in Dombivli, Maharashtra

From Morya Clinic- Skin,Hair, Laser & Diet specialist ...

"Morya Clinic is a trusted skin, hair, and diet clinic in Thakurli, offering expert care for acne, pigmentation,skin disease, nutrition. Led by Dr. Simran Patil (Cosmetologist, Trichologist, Family Physician) and Mrs. Mohini Patil (Clinical Dietician & Nutritionist), we focus on treating the root cause of skin and health issues through medical treatments and customized diet plans. We specialize in: PRP & GFC Hair Fall Treatment Acne, Melasma, and Pigmentation Solutions HydraFacial, BB Glow, Carbon Laser Facial PCOS, Thyroid, and Diabetes Diet Planning Postpartum, Kids' Nutrition & Weight Loss Programs We provide personalized care using a combination of chemical peels, medical facials, homeopathy, and therapeutic diet chart"



Sample  
Carosuel Post  
Content &  
Design

GMB  
Optimization

**HAIR GFC TREATMENT FOR HAIR REGROWTH**

A breakthrough solution for men & women facing hair loss.

What is Hair GFC?

- GFC = Growth Factor Concentrate
- Derived from your own blood, packed with natural growth factors
- Stimulates dormant hair follicles

Real Results. Real People.  
see real acne recovery journeys at Morya Clinic.

Before After

Dr. Simran's personalized plans = long-term clear skin

👍 💬 🔄 📌

WHY CHOOSE HAIR GFC AT MORYA CLINIC?

- Expert care by Dr. Simran Patil
- Advanced techniques with visible results
- Trusted by both men & women in Thakurli

CALL: +91 8169205229  
VISIT: MORYA CLINIC, THAKURLI

# #4

## Bhajiyawala & Co. (Franchise)

I managed their Instagram content, created brand-appropriate posts, and coordinated influencer campaigns to support franchise awareness. The goal was to increase local reach and help people discover the new outlet.

Influencer  
Collab



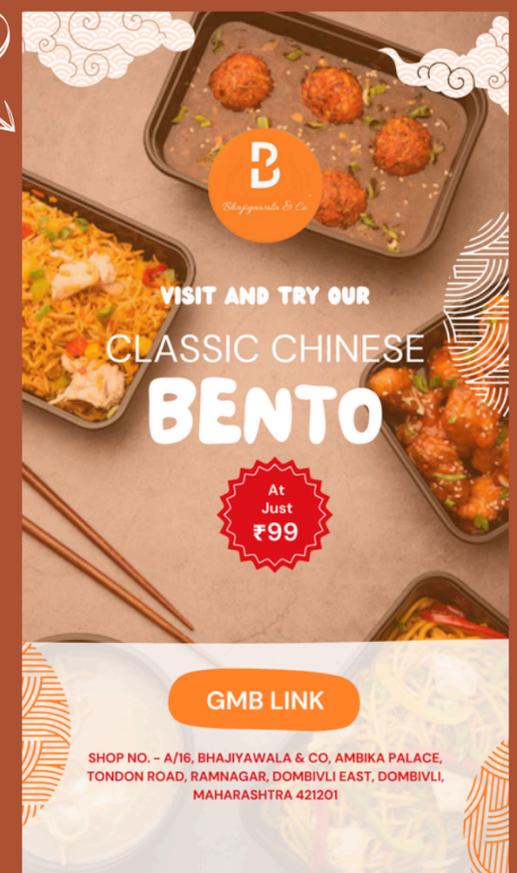
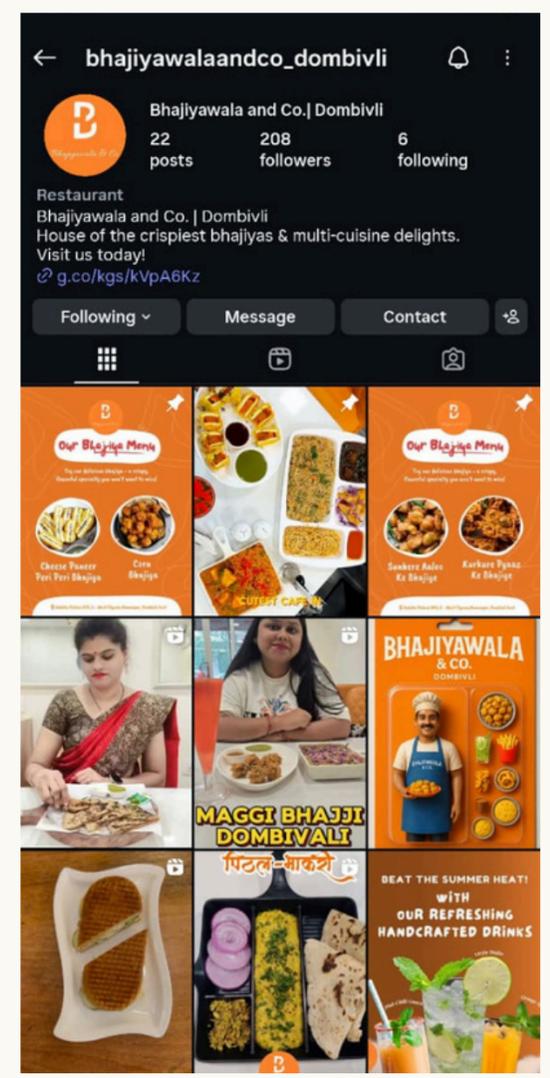
# #4

# More Post Samples



Sample  
Carosuel Post  
Content &  
Design

Sample  
story  
template



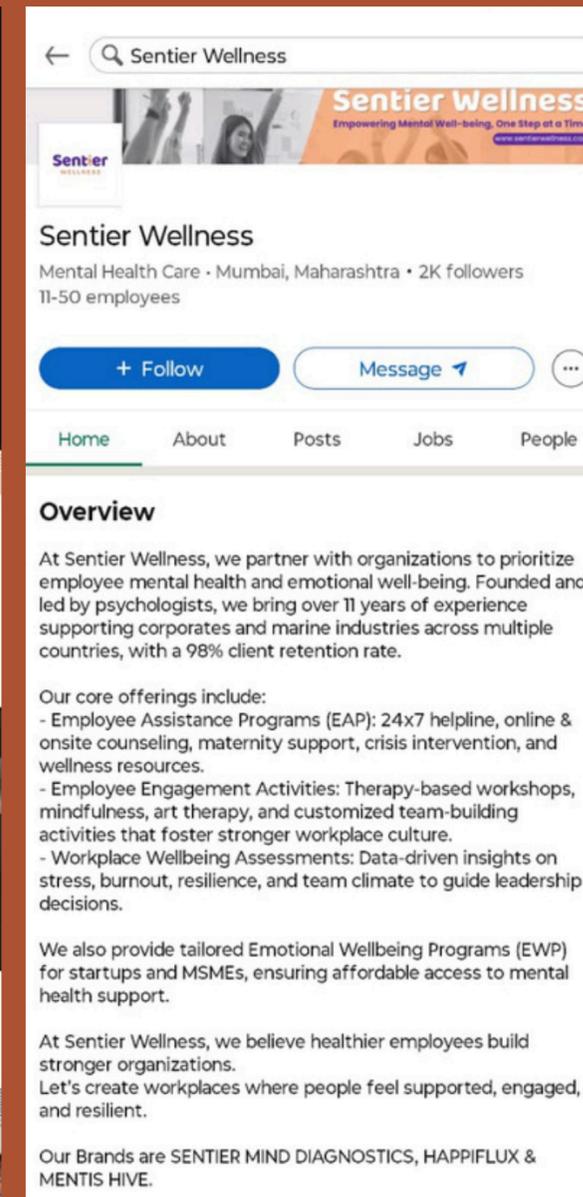
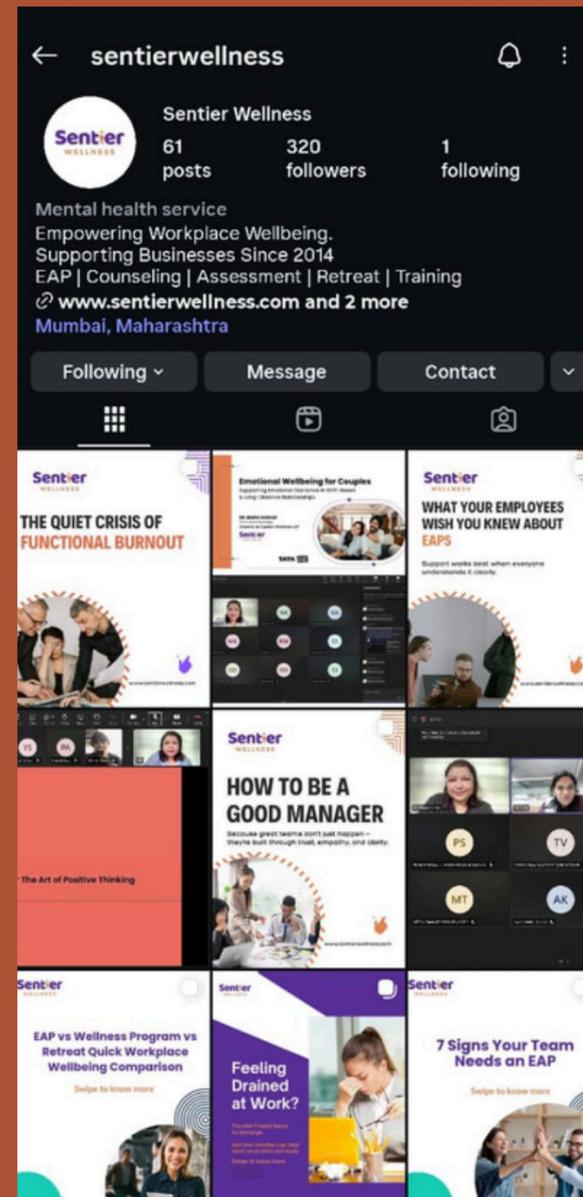
# #5

## Sentier Wellness

I handled their LinkedIn presence with consistent posting, weekly content ideas, and simple SEO support. The focus was on maintaining steady visibility and building a calm, wellness-centered online identity.



LinkedIn & Instagram



# #5

## More Post Samples



Sample  
Carousel Post  
Content &  
Design



**Sentier WELLNESS**

### Feeling Drained at Work?

You don't need hours to recharge.  
Just two minutes can help reset your mind and body.  
Swipe to know more



[www.sentierwellness.com](http://www.sentierwellness.com)

**Sentier WELLNESS**



### The 4-7-8 Breathing Reset

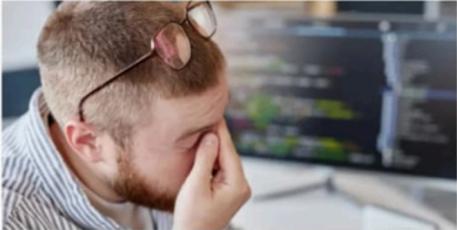
- Inhale for 4 seconds, hold for 7, exhale for 8.
- Repeat four times to calm your nervous system and regain focus.

[www.sentierwellness.com](http://www.sentierwellness.com)

**Sentier WELLNESS**

### The Eye Saver

- Follow the 20-20-20 rule: Every 20 minutes, look 20 feet away for 20 seconds.
- It helps reduce strain from constant screen time.



[www.sentierwellness.com](http://www.sentierwellness.com)

**Sentier WELLNESS** 7/9



### Small Breaks, Big Results

- You don't need to overhaul your day, just add short pauses.
- Micro-wellness moments build long-term resilience and calm.

[www.sentierwellness.com](http://www.sentierwellness.com)

**Sentier WELLNESS** 8/9



### At Sentier Wellness, we help organizations measure what matters:

- People
- Performance
- Purpose

[www.sentierwellness.com](http://www.sentierwellness.com)

Email: [bhumikanarale19@gmail.com](mailto:bhumikanarale19@gmail.com)

Instagram: [@simplybhumika.digital](https://www.instagram.com/simplybhumika.digital)

LinkedIn: [Bhumika Narale](https://www.linkedin.com/in/BhumikaNarale)

Phone: [7738650509](tel:7738650509)/[9082354655](tel:9082354655)

*Thank you for taking the time to go through my work.*



**LET'S CONNECT**