

Social Media Management for Aerobix 📱

aerobix.in



From October 2025 to November 2025, I worked as a Content Creator at Aerobix, where I focused on building brand authority and engaging audiences through high-quality digital assets.

To give Aerobix a premium Instagram presence, I developed a high-end visual strategy that focused on a cohesive and sophisticated brand identity. I implemented a uniform typography system and a consistent design language for all reel thumbnails to ensure a professional look from the first glance. This standardized interface created a seamless "grid" experience that immediately communicated quality and brand authority to every new visitor.

I maintained a consistent brand presence by ensuring daily posts were never missed during my time at Aerobix. To manage this high-frequency schedule, I utilized a professional content calendar to plan and organize every asset in advance. This structured approach allowed for a steady flow of premium content while keeping the Instagram grid perfectly aligned with the brand's aesthetic goals.

**Where I find inspiration for
premium posts and reels**



- The very first thing I do to gather ideas is check competitors, as this ensures we are never outdated and always stay ahead of evolving industry standards. By analyzing their top-performing content, I can identify exactly what resonates with the local audience and adapt those successful elements into our unique brand voice.
- I also use the Meta Ads Library to identify high-converting trends and current engagement styles. By blending these references with my own creative vision, I refine them into a final, original concept that is both strategically sound and visually premium.