

# Creative Content Producer

LIFESTYLE | BEAUTY ADVOCACY | SOCIAL IMPACT

## **Aksho Pathak**

As an award-winning content creator and digital storyteller, I have built a platform focused on inspiring confidence and self-expression in the beauty and fashion industries. My goal is to help women feel their best and celebrate their unique beauty.



# About Me

*Aksho Pathak*

**@goldenaster (instagram, Facebook, TikTok and YouTube handle)**

**Total Followers: 100k+ (as of May 2025)**

I am a New Jersey-based digital content creator with over 80,000 engaged followers on Instagram. My platform focuses on beauty, fashion, and skincare, with a special emphasis on empowering women through self-expression.

Having lived in the U.S. for over eight years as an immigrant, I understand the importance of representation in the content we consume. I aim to inspire women to see themselves reflected in the beauty and fashion industries while promoting the idea that luxury is for everyone.

*My Mission*

I aim to use my platform to elevate voices, connect people to with meaningful causes, and inspire positive change. Whether through campaigns or community initiatives, my focus is on creating a lasting impact driven by creativity and authenticity.



# Portfolio

## Campaigns That Made an Impact

### **Empowering Through Beauty with YSL Beauty**

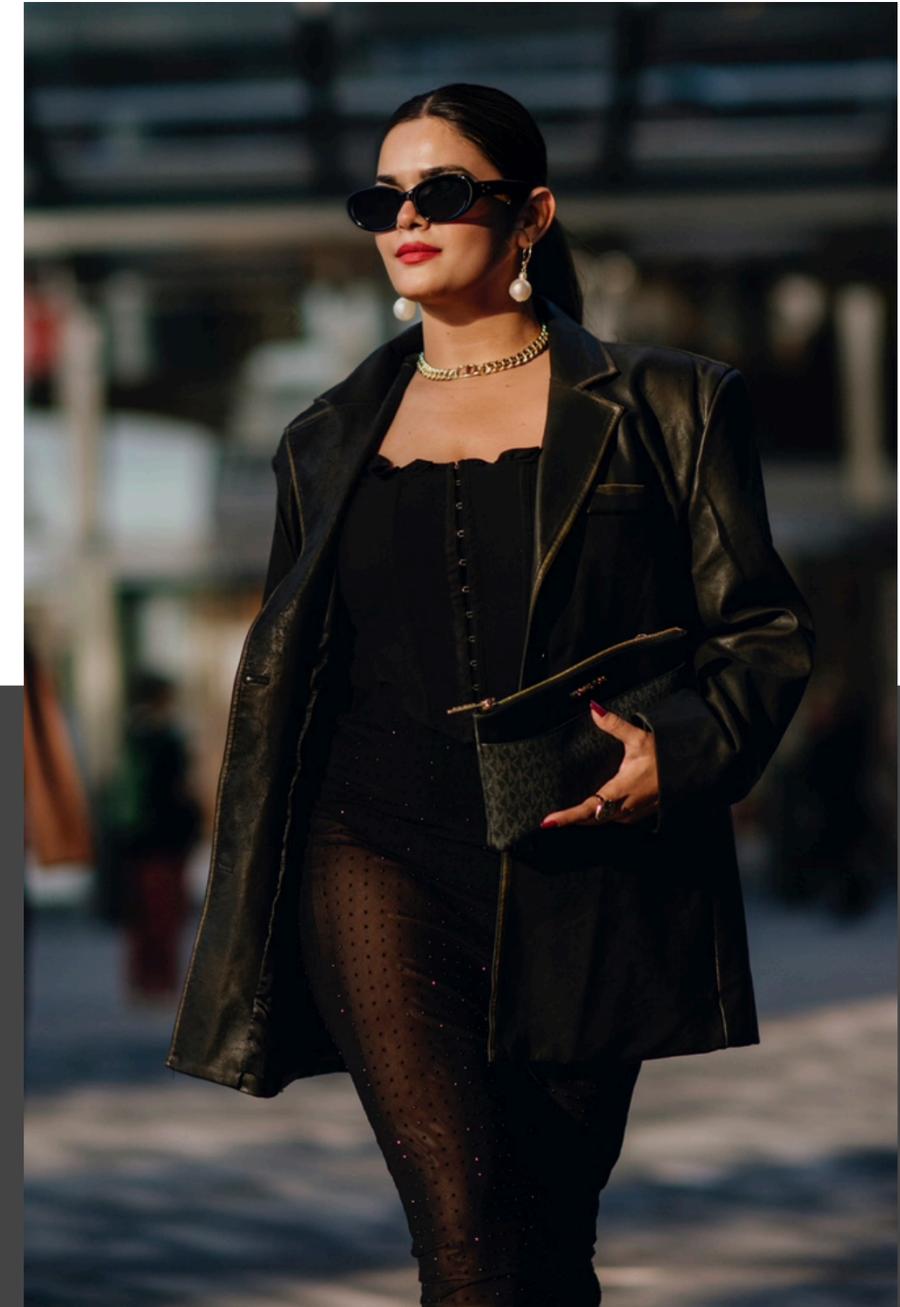
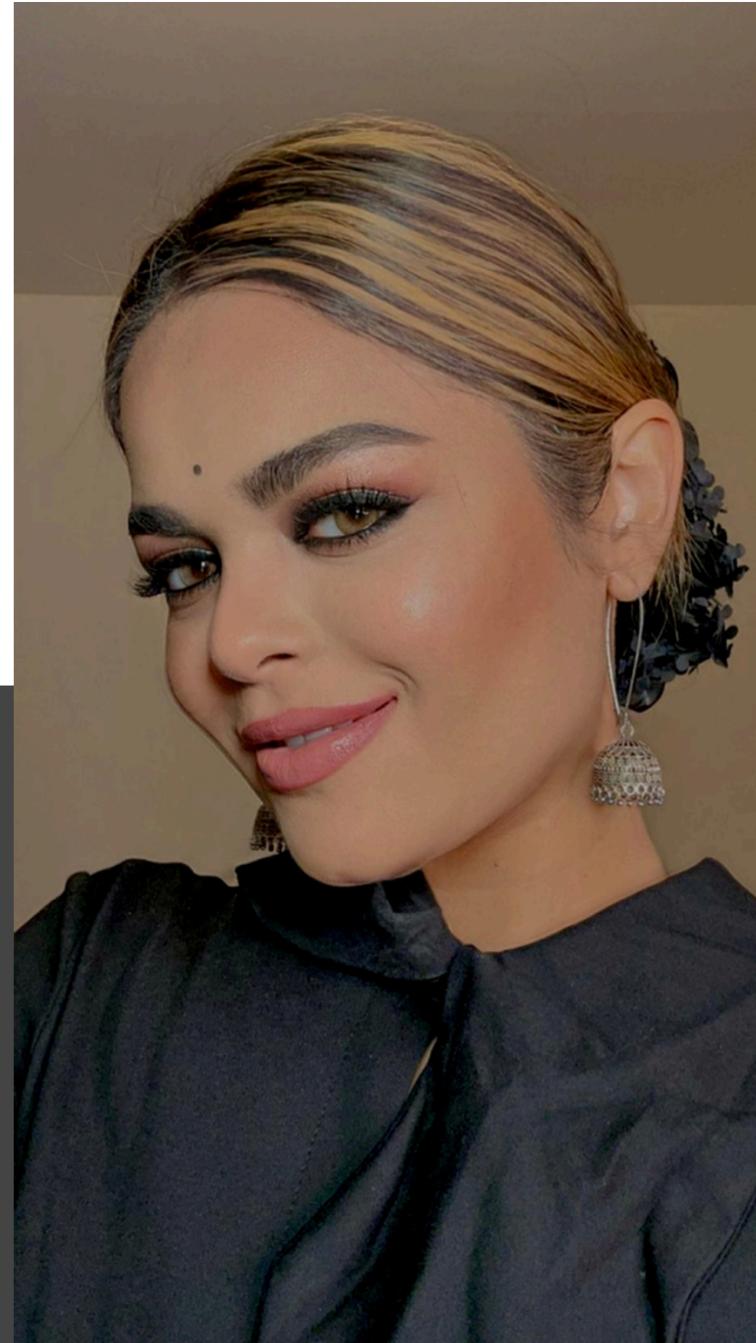
- Objective: Promoted self-expression through makeup, encouraging women to embrace their individuality.
- Results: 84K impressions, 3K likes, and 65 comments.

### **MAC Kohl Pencil Campaign**

- Objective: Celebrated cultural heritage by featuring Indian-inspired makeup styles.
- Results: 35K views, 4.7K likes, and over 90 comments

### **ITP Beauty: Empowering Small Business Growth**

- Objective: Partnered with a small, woman-owned beauty brand to showcase its unique, handcrafted products and drive brand awareness.
- Results: Achieved 32K views, 3.5K likes, and a 20% increase in website traffic for the brand.



# Work (links added on pics)



# Content Strategy & Copywriting Case Study

## Campaign 1: L'Oréal One Luxe (Trending Content) - #SunsetBlush

- Reach: 56,000 people
- Likes: 1,282
- Comments: 65
- Shares: 117
- Saves: 23
- Engagement Rate: 5.7%

### Overview:

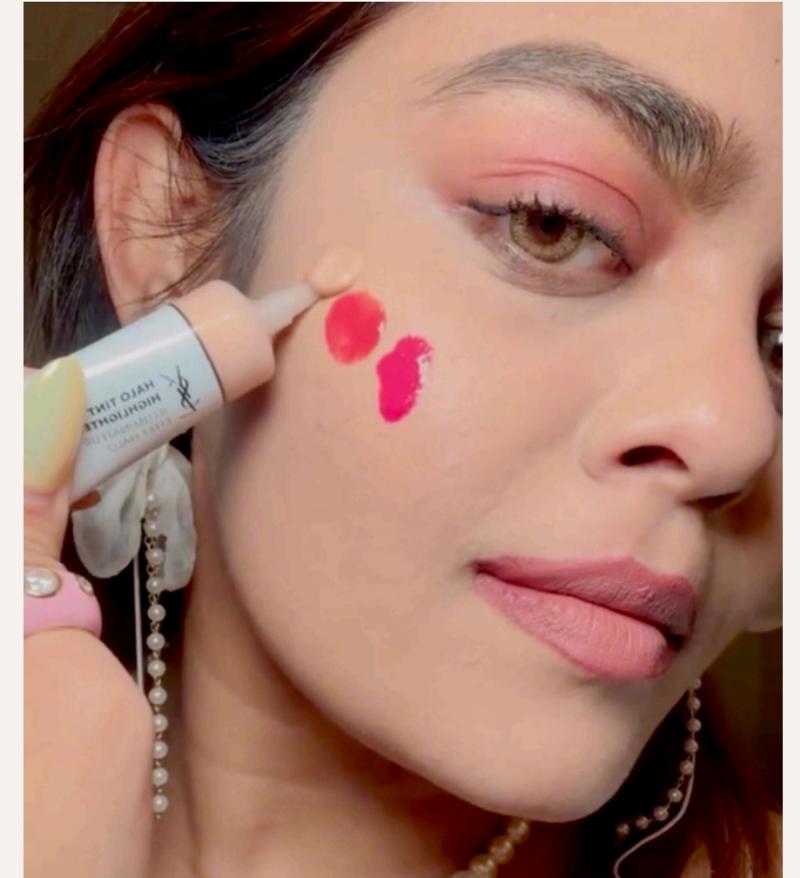
Executed a golden-hour-inspired #SunsetBlush campaign across Instagram using products from Lancôme, YSL Beauty, Urban Decay, and Armani Beauty. Content was created in a GRWM format to align with Gen Z and Millennial preferences. The visual tone emphasized warmth, glow, and authentic storytelling.

### Creative Focus:

GRWM reel featuring layered blush textures and sunset hues, shot in natural light with aspirational beauty look type reel. Caption highlighted seasonal beauty rituals.

### Audience Response:

Strong viewer sentiment with high share rate, multiple DMs asking about product details, and brand praise for cohesive, on-brief execution.



## Campaign 2: Viktor & Rolf – The E-SCENT-IAL Gift

- Reach: 600,000+ views
- Likes: 12,500
- Comments: 119
- Saves: 383
- Shares: 216
- Engagement Rate: 6.7%

### Overview:

Created a holiday Instagram Reel as part of Viktor & Rolf’s Gift campaign for the Flowerbomb fragrance. The concept centered on elevating the giftable nature of the product while emphasizing luxury, warmth, and emotion.

### Creative Focus:

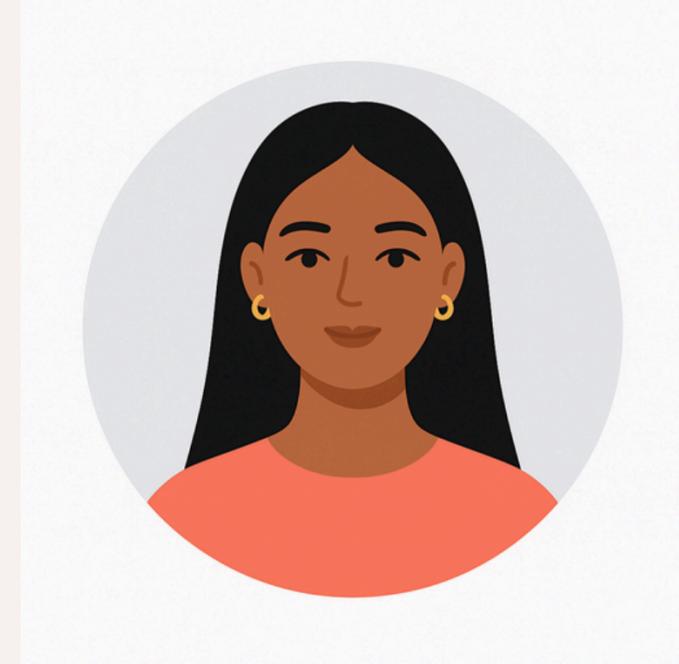
Delivered a **voiceover-driven Reel**, blending romantic storytelling and visual warmth. Filmed in a lush garden while wearing red, the video combined aspirational visuals with heartfelt narration, capturing why Flowerbomb is the perfect gift for someone special - or yourself.

### Audience Response:

The campaign’s emotional tone and cinematic feel led to exceptional engagement. The voiceover element resonated deeply, boosting shares and saves, and prompting strong viewer sentiment around gifting and fragrance as a memory trigger.



# Audience Understanding



With 96% of my audience being women aged 25–35, I craft content that speaks to their lifestyle - aspirational yet relatable, especially across beauty and fashion verticals.

I prioritize formats that drive performance: voiceover Reels and carousel posts consistently deliver the highest engagement, informing both creative direction and platform strategy.

When I noticed repeated DMs around skincare and outfit details, I shifted to more how-to and breakdown-style content - a pivot that increased saves and shares, showing how real-time insights can guide content evolution.

# Creative Strategy Framework

## **Insight → Idea → Impact**

Turning audience truths into emotionally resonant, performance-driven content.

### **INSIGHT**

Where data meets intuition.

- Analyze audience behavior, platform signals, and cultural trends.
- Ground each campaign in truth and relevance.
- Example: For #SunsetBlush, I noticed rising engagement with seasonal beauty rituals and glow-focused GRWM content among Gen Z.

### **IDEA**

Big ideas with soul.

- Develop emotionally charged concepts rooted in confidence, luxury, or nostalgia.
- Focus on narrative, tone, and audience connection.
- Example: For Viktor & Rolf, I crafted a voiceover-led story centered on scent and self-gifting, transforming product into memory.

### **IMPACT**

Storytelling that performs.

- Optimize in real-time based on what resonates — shares, saves, sentiment.
- Use format and creative insights to scale.
- Result: Campaigns consistently achieve 5–7% engagement, with >500K views and audience-led lift.

# Brand Messaging and Voice

**How I craft brand tone that connects, converts, and feels human**



## **My Brand Voice Snapshot**

<b>Trait</b>	<b>Description</b>
Confident	Unapologetic, empowering, and bold - every word reflects self-assurance.
Creative	Fresh, visual, and voice-first - ideas that surprise and delight, not repeat the obvious.
Aspirational	Elevates everyday beauty with emotional meaning and storytelling.
Authentic	Speaks like a close friend — personal, warm, and relatable.

# Copywriting Highlights

## **Call-to-Action Samples (CTAs)**

Writing that moves audiences to act naturally.

- “🌟 Comment below for 20% off - you’ll thank yourself later.”
- “Tap to shop. Save to ritualize. Share if this feels like you.”
- “Your glow era starts here - link in bio.”
- “DM me ‘GLOW’ for the product breakdown.”

 **Tone: Conversational, confident, action-focused**

## **Reel Script - The Whoo Skincare**

“Discover the pinnacle of K-Beauty.”

Voiceover walks through the product’s heritage and luxurious story.

“Infused with 30-year-old Rare Wild Ginseng, handpicked from remote mountain regions. The Whoo blends royal Korean heritage with breakthrough skincare science. This isn’t just luxury — it’s legacy.”

 **Tone: Elevated, cinematic, aspirational**

## **Reel Voiceover - Neuvian Skincare**

“Your glow’s about to get serious.”

Spoken voiceover paired with visual close-ups of serum texture and skin application.

“This is the NMF+ Rejuvenation Serum from Neuvian Skincare - powered by Bioidentical Dual Peptide Technology™ and Smart Release Polymer Technology™. It boosts collagen, hydrates all day, and leaves your skin glowy, firm, and smooth. Check, check, check.” 

 **Tone: Confident, expert, results-focused**

# Metrics

## Engagement Overview:

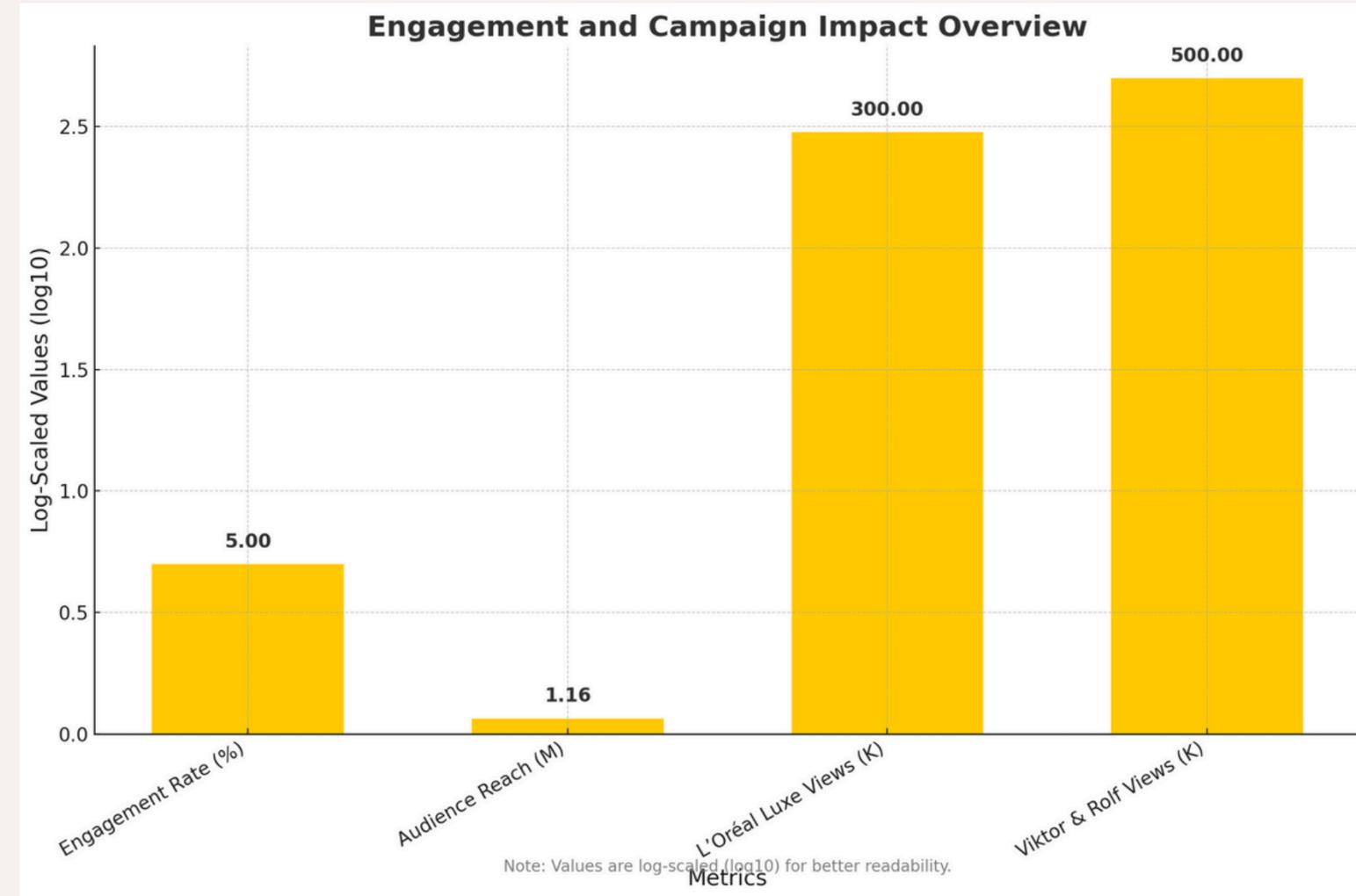
- Engagement Rate: 5% (compared to the industry average of 1.5%).
- Audience Reach: Regularly reaches over 1,157,000 viewers across campaigns.

## Campaign Impact:

- L'Oréal Luxe Campaigns: Delivered 300K+ views and exceptional engagement.
- Viktor & Rolf Holiday Campaign: Achieved notable brand visibility reaching over 500,000 views.

## Audience Demographics:

- Gender: Predominantly women (96%).
- Age Range: 18–34 (core audience).
- Geography: Strong presence in the U.S., India, and other global markets.
- Interests: Beauty, fashion, luxury lifestyle, and travel.



@goldenaster : Aksho Pathak

# Social Impact

## 2014 - Present

**Charitable Work:** Regular donor to Gray for Glioblastoma, raising awareness and funding for brain cancer research.

**Community Engagement:** Advocated for self-expression and self-confidence through the Empowering Through Beauty series, reaching thousands of women globally.

**Educational Contributions:** Judged design and digital arts competitions at the Mood Indigo Festival, inspiring the next generation of creatives.

### Empowering Through Beauty Series

- Reached 10,000+ women globally, inspiring self-confidence and diversity.
- Generated significant engagement with 85% positive feedback.

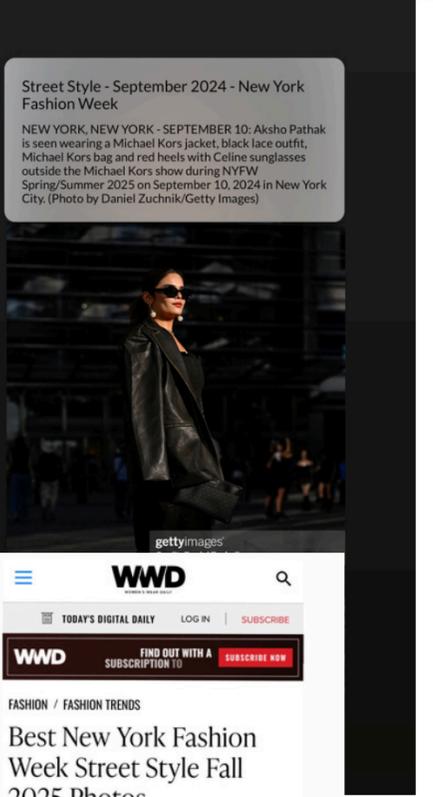


## Vision

To be a catalyst for change in the beauty, fashion, and lifestyle industries by promoting inclusivity, diversity, and self-expression. Through my platform, I aim to inspire individuals to embrace their unique identities, step outside their comfort zones, and live confidently. By fostering a community that celebrates luxury, authenticity, and adventure, I aspire to create a world where everyone feels empowered to express themselves and pursue their dreams, no matter their background.

### Get to Know Aksho Pathak

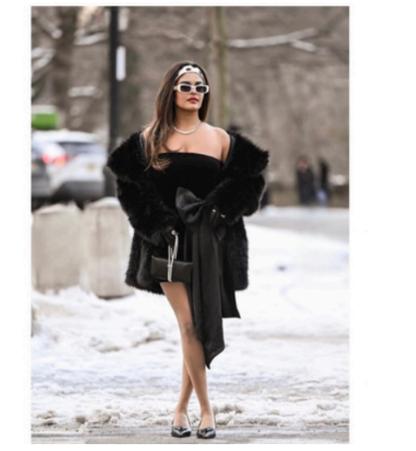
BY VOGUE CLUB  
July 29, 2024



### The Chicest New York Fashion Week Street Style Looks

*Umbrellas are out. Scarves are on. Here are the coolest winter-ready ensembles from the fashion capital.*

By Natalie Michie Date February 11, 2025



**THE NYFW STREET STYLE CROWD IS GOING HEAVY ON STATEMENT FURS**  
STEPH SALTZMAN • FEB 10, 2025



# Articles & Features

@goldenaster : Aksho Pathak

As seen on:

Vogue Magazine  
WWD

Glamor Magazine  
Refinery29

Press Trust Of india  
Free Press Journal

The Quint  
Medium

Getty Images  
Fashion Canada  
Fashionista

### 5. Statement pearls



Copenhagen Fashion Week, New York Fashion Week. New York Fashion Week.

### New York Fashion Week Street Style Will Leave You Full Of Outfit Inspiration

PATRICIA KAROUNOS

LAST UPDATED SEPTEMBER 9, 2024, 7:34 AM

DISCOVER WATCH SHOP +MORE



# Campaigns & Collaborations

Prada Beauty

YSL Beauty

Valentino Beauty

Armani Beauty

Mugler

Lancome

Paula's Choice

Caudalie

Estee Lauder

Mixsoon

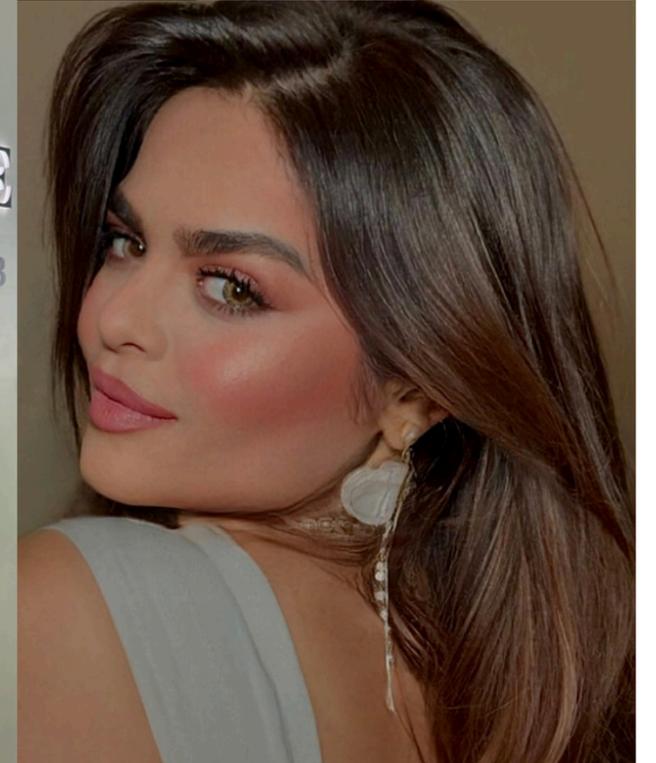
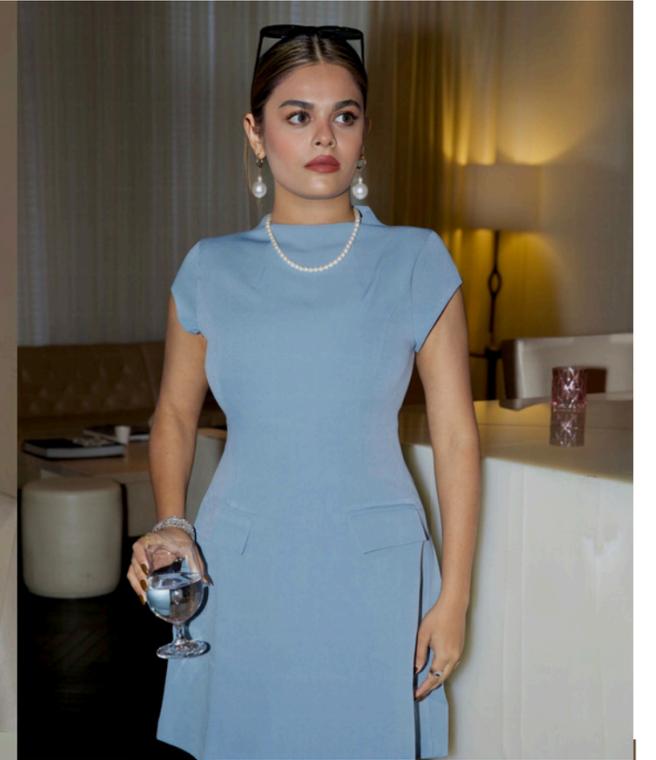
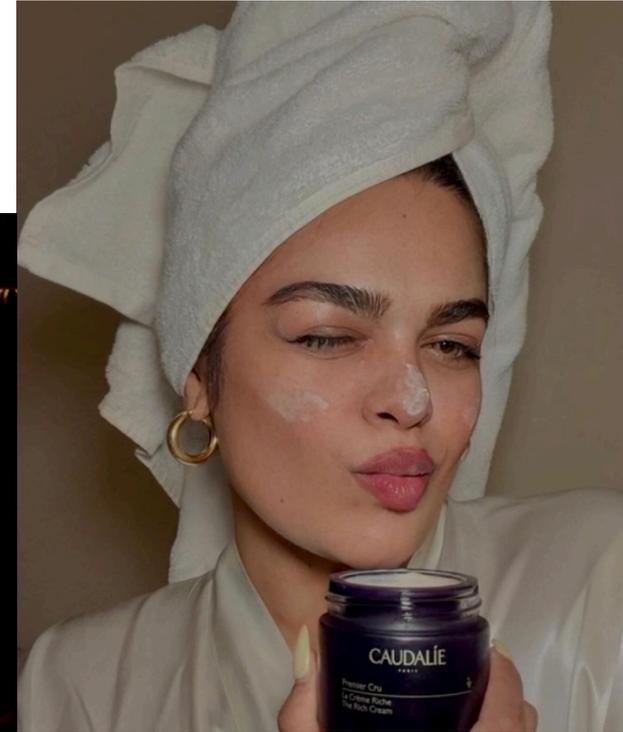
Glow Recipe

NYFW

Hourglass

& 200

additional  
global beauty  
brands





# Awards & Recognition

## **Stevie Award - Most Innovative Instagram Feed (2024)**

Recognized for excellence in content creation, driving brand partnerships, and creating high-engagement content.

## **Globe Award - Woman Content Creator of the year (2024)**

Recognized for pioneering innovative content strategies, forging meaningful brand collaborations, and inspiring diverse audiences through authentic storytelling and high-impact digital campaigns.

# Testimonials

“Aksho Pathak is an unparalleled content creator whose innovative approach, authenticity, and commitment to diversity make her a valuable asset to any brand. Her collaboration with Peter Thomas Roth not only increased awareness of our new products but also reinforced our commitment to inclusivity and representation in beauty and skincare.” - **Peter Thomas Roth Skincare**

“Aksho’s partnership with Silver Mirror has been a valuable asset to our marketing efforts. As a social media creator with a dedicated and engaged following, she brought her creativity, authenticity, and strategic insight to our collaborations. Her engaging content not only showcased her personal experience with Silver Mirror but also effectively connected with her audience, driving measurable results, including increased customer engagement and foot traffic to our salons.” - **Silver Mirror Salon**

“What sets Aksho apart is her exceptional ability to blend creativity with authenticity. Her work consistently champions diversity and inclusivity, empowering women of color to embrace their unique beauty while challenging long-held industry norms. By breaking down barriers and reshaping beauty standards, Aksho has become an influential voice in the global beauty and fashion landscape.” - **Sharon Joy Israel (content creator)**

# Contact

- Website: [www.goldenaster.net](http://www.goldenaster.net)
- Social Media Handle: [@goldenaster](#)

