

KARTIK SHARMA

voxilla.space · Shimla, HP ·

AI Content
Strategy

Organic
Reach

IMPROVED
Online Presence

High
Conversions

WHAT'S INSIDE

01 · Homepage Copy — positioning, headline, social proof, CTA 02 · Case Study — TerraModdo Earthworks (UGC + Content Strategy) 03 · Case Study — Devotional YouTube Channel (111K views, AI-assisted) 04 · Case Study — Dr Duke Gaming YouTube (1.37M views, 18.7% CTR) 05 · Case Study — Travel Creator Instagram Reel (4.6M views, viral) 06 · Services Section 07 · Bio / About + CTA

I Build Content That Grows.

AI-powered workflows. Strategy-first thinking. Proof in the numbers.

[Hero headline block]

POSITIONING STATEMENT

I'm Kartik Sharma — an AI-first content strategist operating under **VF Studio** (voxilla.space). I help brands, creators, and startups build content systems that reach new audiences organically. My work spans YouTube channel management, short-form viral content, UGC ad production, SEO, and AI-assisted workflows. I don't just make content — I build systems around it.

TAGLINE OPTIONS

Option A: Content that compounds. Strategy that converts.

Option B: AI tools. Human judgment. Real results.

Option C: From zero to reach — without paid ads.

SOCIAL PROOF STRIP

4,598,462

Views on One Reel

98.6%

Non-Follower Reach

444K+

Reel Interactions

1.37M+

Client YT Views

18.7%

Client YTCTR

111K+

Own Channel Views

• Primary: "Let's work together → +918628985684"

CASE STUDY 01 — TERRAMODDO EARTHWORKS (In Development)

Project Overview

TerraModdo Earthworks is an early-stage startup in the earth/soil product space. Currently building the brand content strategy and visual identity from scratch — developing a cohesive content identity, UGC-style ad creatives, and an Instagram content system. All content produced using AI generation tools with manual direction and refinement.

Objective

Build a premium, nature-first brand identity for TerraModdo Earthworks through scroll-stopping UGC-style content — produced using AI tools at low cost and fast turnaround — ready for both organic Instagram and paid ad distribution.

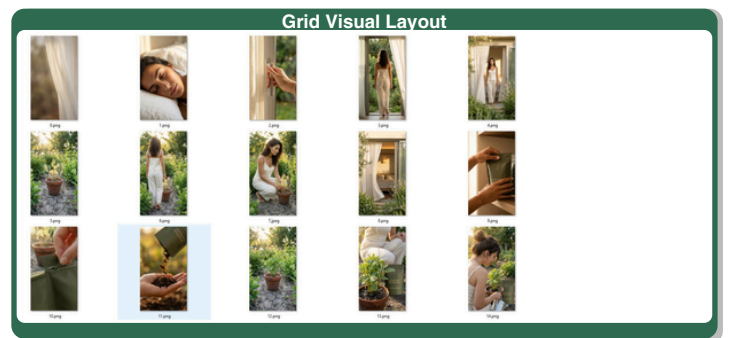
My Role & What I Handled

- Brand content direction — defined visual tone, aesthetic, and narrative from scratch
- AI image generation — produced 15+ campaign visuals using AI generation tools
- UGC-style ad scripting — content structured for organic + paid performance
- Instagram grid strategy — sequenced for visual cohesion and brand consistency
- Content pillars defined: Product · Lifestyle · Nature · Transformation

Creative Strategy

Chose a warm, earthy visual language — natural light, white linen, cracked soil, lush greenery — to position TerraModdo as a premium, nature-connected brand. Product packaging integrated naturally into lifestyle scenes rather than standalone product shots. A deliberate UGC-first approach that performs better organically and in paid ads. All visuals AI-generated, manually selected and refined.

Content Visual Preview



CASE STUDY 03 — YOUTUBE CHANNEL

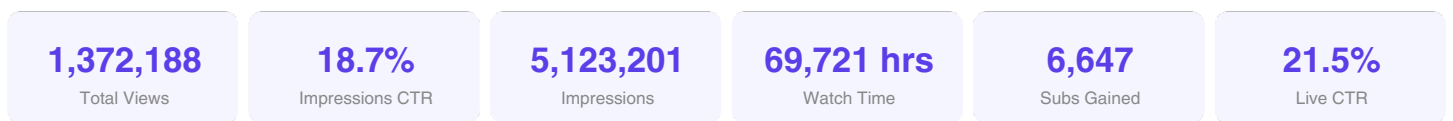
Project Overview

End-to-end management of a client YouTube channel covering esports tournament content — the Dr Duke Pro Invitational series featuring top-tier BGMI events with GodLike Esports and JonathanGamingYT. Managed all aspects from video editing and thumbnail design through to SEO, publishing, and live stream management across the full 2025 calendar year.

My Role — End-to-End Channel Management

- Title engineering — high-CTR title strategy per video (top video: 22.2% CTR)
- Thumbnail design — crafted for competitive esports audience behavior and click psychology
- SEO optimization — descriptions, tags, and chapter markers per upload
- Video editing — cut, paced, and structured for maximum watch time retention
- Publishing strategy — upload cadence and scheduling management
- Live stream management — set up and optimized for tournament live event coverage
- Channel analytics review — performance tracking and iteration between uploads

Verified Results — Jan–Dec 2025



Top video: 373,027 views · 22.2% CTR · 21,941 watch hours · 2,067 subscribers from one video. **Live streams (Jun–Aug 2025):** 1,015,972 live views · 3,749,156 impressions · 3:35 avg watch time.

Analytics Screenshot — Views by Content

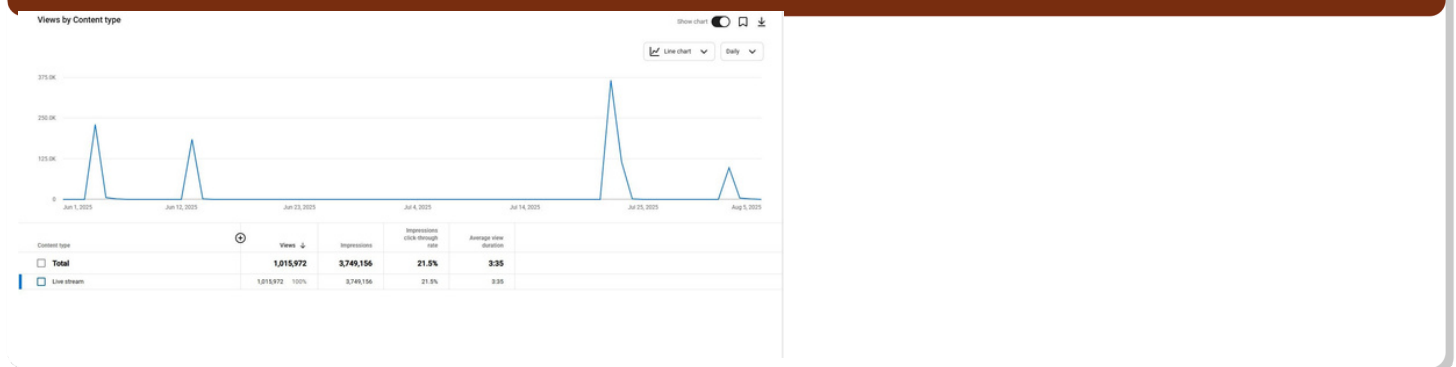


Total: 1,372,188 views · 5,123,201 impressions · 18.7% CTR · \$312.63 revenue · 69,721 watch hours

CASE STUDY 03 — · Live Stream Performance

Live Stream Data — Jun–Aug 2025

■ Live Stream Views by Content Type (Jun–Aug 2025)



Live streams: 1,015,972 views · 3,749,156 impressions · 21.5% CTR · 3:35 average watch duration

What This Means

An 18.7% channel-wide CTR is **3–9x above YouTube's average** of 2–5%. The live stream CTR of 21.5% indicates the thumbnails and titles were optimized to an unusually high standard for the esports audience. This was achieved through consistent iteration on thumbnail design and title psychology — not one-off luck.

Proof Available

SCREENSHOT VERIFIED

YouTube Studio screenshots: Views by Content, Views by Content Type, per-video breakdown with CTR, watch time, subscribers, and revenue. Full spreadsheet export also available.

Tools Used

YouTube Studio

DaVinci Resolve

Canva

AI-assisted SEO

Thumbnail Design

Live Stream Mgmt

CASE STUDY 04 — TRAVEL CREATOR INSTAGRAM REEL (4.6M Views)

Project Overview

A short-form Instagram Reel produced for a travel content creator reached **4,598,462 views** organically — with 98.6% of views coming from non-followers, meaning the content broke out entirely beyond the existing audience through algorithmic discovery. The reel was published Jan 10, 2026 and hit peak velocity within 3 days.

My Role

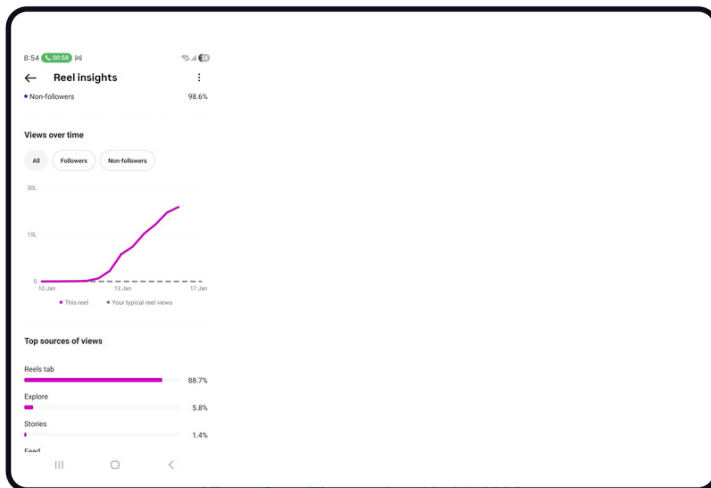
- Content conceiving and hook engineering — designed to stop scroll within first 2 seconds
- Script and production — structured for Reels algorithm distribution behavior
- Thumbnail / cover frame selection — optimized for feed and Explore CTR
- Caption and hashtag strategy — designed to support non-follower discovery
- Publishing timing — decision based on audience behavior data

Verified Results

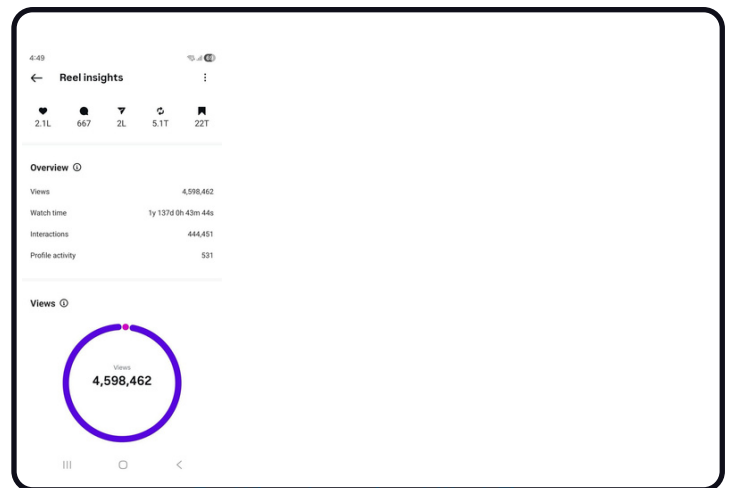


Top sources: 88.7% Reels Tab · 5.8% Explore · 1.4% Stories | Date: Jan 10–17, 2026 (chart-verified velocity curve)

Analytics Screenshot — Reel Insights



Views Over Time — Jan 10–17, 2026



Total Views, Interactions & Watch Time

Tools Used

- Instagram
- AI-assisted scripting
- Hook engineering
- Platform psychology

SERVICES

UGC & Ad Creative Production

Script, direct, and produce UGC-style ad creatives using AI generation tools. Fast turnaround, low cost, high visual quality. Portfolio: TerraModdo Earthworks.

YouTube Channel Management (Own Channel)

Content strategy, AI-assisted scripting, audio, visuals, SEO, and publishing. Proven: 111K+ views, 1.52M impressions, 4.82% CTR on devotional channel.

YouTube Channel Management (Client)

End-to-end client channel ownership — editing, thumbnails, titles, SEO, live streams, analytics. Proven: 1.37M views, 18.7% CTR (2025).

Short-Form Content Strategy & Production

Hook engineering, script, production, distribution. Single reel result: 4,598,462 views, 98.6% non-follower reach (travel creator, Jan 2026).

AI-Assisted Content Systems

Build repeatable content workflows using AI tools at every stage — scripting, audio, visuals, SEO. Applied on own devotional channel from zero.

Website Development

Hand-coded HTML/CSS/JS websites. Built voxilla.space and client sites from scratch.

No-Code AI Automation

Workflow and agent setup (n8n, Make, Zapier). Lead capture, content scheduling, multi-step pipelines for startups and small businesses.

eBook / Digital Product Creation

Structured knowledge products. Delivered: 39-page DaVinci Resolve Color Grading eBook under VF Studio — 5 parts, 20+ chapters.

ABOUT

I'm Kartik Sharma — a content strategist and social media manager building content systems that grow brands and channels from scratch. Operating under **VF Studio** (voxilla.space).

My work covers YouTube channel management, short-form viral content, UGC ad production, AI-assisted workflows, and website builds. Results on this portfolio are organic — no paid amplification. A psychology background gives me an edge in understanding what makes people click, watch, and share.

CONTACT

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