

On-Demand Talent

In Digital & Influencer Marketing

www.flexingit.com | connect@flexingit.in



About Flexing It

Founded in 2014, Flexing It® is a category leader offering innovative and on-demand talent solutions for organizations of all sizes

Solutions

On-demand talent and expertise, bespoke consulting solutions, remote talent, and fractional leadership

Talent Network

100,000+ vetted independent consultants and experts, with 5 to 20+ years of experience

Coverage

India, Southeast Asia and the Middle East; Global Remote and Virtual Offices

Clients

Large Enterprises, PE & VC Firms, Professional Services Firms, Mid-sized Companies, Startups, Non-Profit Organizations, Boutique Services Firms

Enterprise Solution

Manage freelance talent at scale

FlexScore ®

Proprietary matching algorithm with 15+ unique parameters

FeeBee

Industry-first fee benchmarking tool with 900K+ unique data points

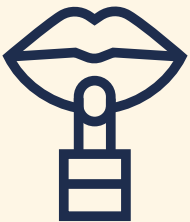
Think Factory

Reports, insights and trends shaping the freelance talent economy

FMCG Portfolio

Extensive work in FMCG across multiple organizations including large enterprises and D2C startups

Categories



BPC



Food & Beverages



Baby & Family Care



Health and Hygiene



Petcare



Homecare

Top Use Cases



Supply Chain resilience



D2C/E-Com Scaling



High Impact Marketing



Margin Enhancement



R&D & Innovation



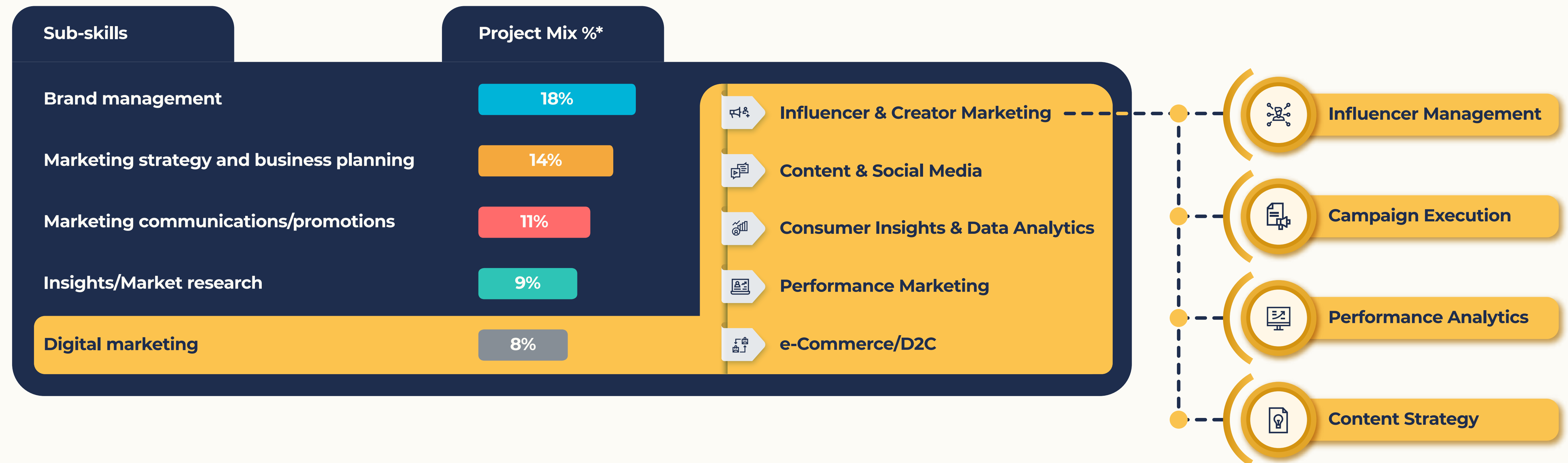
Digital Transformation








High Impact Marketing



* FMCG Marketing projects at Flexing It over the last 12 months

Influencer & Creator Marketing

Core Skill 1
Influencer Management

Ability to discover relevant creators, evaluate their audience quality and engagement, and build/manage long-term influencer partnerships.

ALSO KNOWN AS

- Influencer Sourcing

Creator Partnerships

Influencer Outreach

Creator Relations

Influencer Partnerships

Past Projects Delivered - Examples

- | | |
|---|--|
| <div> <div>Role:</div> <div>Digital Media Specialist</div> <div>Client:</div> <div>American multinational consumer products company</div> <div>Deliverables:</div> <ul style="list-style-type: none"> Developing and executing end-to-end digital media strategy-spanning social, video, influencer, SEO/SEM, and owned media Managing agency relationships, media budgets, and cross-functional alignment Driving brand growth and eCommerce conversions </div> | <div> <div>Role:</div> <div>Influencer Marketing Consultant</div> <div>Client:</div> <div>Leading FMCG company's hair care portfolio</div> <div>Deliverables:</div> <ul style="list-style-type: none"> Planning and measuring influencer campaigns Creating on/off-platform content (eCommerce, DTC, performance) Managing social media handles via agencies Driving SEO content and digital best practices </div> |
|---|--|

Influencer & Creator Marketing

Core Skill 2
Campaign Execution

Skill to plan, brief, and execute end-to-end influencer marketing campaigns aligned with brand objectives and timelines.

ALSO KNOWN AS

- Campaign Planning

Campaign Execution

Marketing Campaigns

Campaign Operations

Campaign Management

Campaign Strategy

Past Projects Delivered - Examples

Role:

Consultant – Experiential & Influencer Marketing

Client:

Market Leader in FMCG

Deliverables:

- Leading experiential events, influencer partnerships, and branded content strategy
- Managing the content calendar, agency relationships, PR, and social amplification
- Tracking campaign performance to drive visibility and engagement

Role:

Content Manager Consultant

Client:

Leading global FMCG organization

Deliverables:

- Developing end-to-end influencer strategies, while partnering with brand teams on campaigns and launches
- Managing PR and external communications, building a long-term influencer roster
- Driving reach, engagement, and conversions through data-backed creative storytelling

Influencer & Creator Marketing

Core Skill 3 Performance Analytics



Capability to track campaign metrics such as reach, engagement, and conversions to evaluate effectiveness and optimize future influencer strategies.

ALSO KNOWN AS

- Performance Analytics
- Campaign Analytics
- Marketing Analytics
- Performance Tracking
- ROI Analysis
- Data Analytics

Past Projects Delivered - Examples

Role:

Social Media & Influencer Marketing (FMCG)

Client:

Global FMCG brand

Deliverables:

- Responsible for owning brand imagery across social and influencer channels
- Designing social strategy, briefing and approving influencer campaigns
- Tracking performance metrics (CPR, views, reach)
- Managing agency accountability

Role:

Content Manager Consultant

Client:

Leading FMCG organization

Deliverables:

- Enabling creator partnerships, campaign planning, asset creation, and PR/external communications
- Driving measurable outcomes (reach, engagement, CTR) through data-driven analytics
- Building a long-term influencer roster, collaborating with brand teams on launches

Influencer & Creator Marketing

Core Skill 4
Content Strategy

Ability to develop data-driven content calendars and editorial frameworks aligned with brand objectives, audience segments, and the consumer journey across platforms.

ALSO KNOWN AS

- Content Strategy

e-Com Content Management

Content Analytics

Social Media Content Creation

SEO

AI-assisted content creation

Perf Tracking

Past Projects Delivered - Examples

Role:

Consultant- Influencer Marketing

Client:

Market Leader in FMCG

Deliverables:

- Managing end-to-end influencer campaigns
- On/off-platform content creation (eCommerce, DTC, performance)
- Social media management (IG/FB)
- SEO content

Role:

Creative Consultant (Content)

Client:

Global FMCG Company

Deliverables:

- Understanding client needs
- Crafting creative proposals and design briefs
- Managing ongoing client communication around marketing strategies

Marketing Talent Pool



PRIYANKA
Influencer Marketing
Specialist

Years of Experience: 7+

- Driving high-impact campaigns and collaborating with global brands
- Proven expertise in creator partnerships
- Large-scale campaign execution
- Delivering measurable growth across digital platforms
- Driving data-backed performance analytics by tracking KPIs & optimising campaigns

SAMSUNG meesho  **duolingo**



TAJINDER
Influencer Marketing
Professional

Years of Experience: 4+

- Executing end-to-end campaigns
- Building strong creator relationships & driving engagement
- Delivering performance-led growth across social platforms
- Leveraging performance analytics to track campaign effectiveness, optimise strategies, and deliver measurable ROI



Marketing Talent Pool



CHIRAG
Influencer Marketing
Professional

Years of Experience: 4

- Executing high-impact campaigns
- Skilled in campaign strategy, creator partnerships
- Driving measurable engagement, brand visibility, and data-driven performance analysis to optimise influencer campaigns and sales



TANISHA
Influencer Marketing
Professional

Years of Experience: 3

- Driving high-impact campaigns and measurable digital growth
- Proven track record in performance analytics, delivering ~30% traffic growth and strong YoY engagement uplift through ROI-focused strategies
- Skilled in influencer identification, onboarding, and relationship management
- Enabling impactful collaborations that drive brand engagement and business outcomes



Marketing Talent Pool



NIDHI

**Influencer Marketing
Professional**

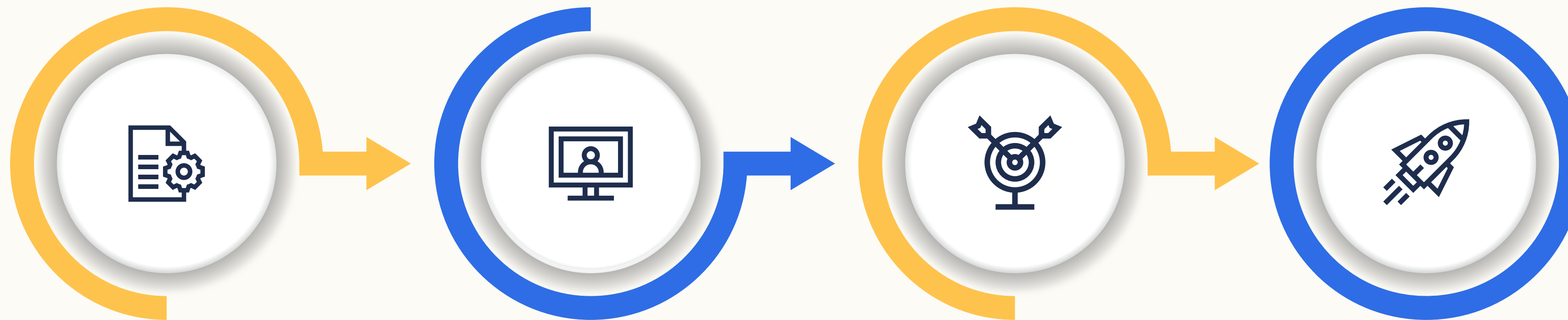
Years of Experience: 4+

- Leading large-scale campaigns
- Proven track record of executing 100+ campaigns, managing 500+ creators
- Driving high-impact brand visibility & measuring performance analytics across digital platforms

PHILIPS *P&G*



What Next?



**Publish a
Project
with Us**

**Interview
Shortlisted
Candidates**

**Finalize
Consultant(s)**

**Onboard and
Ready to Go!**

Reach out to us @

connect@flexingit.in

www.flexingit.com

 **India**

Cubeele, 3rd Floor, District Centre,
Vardhaman Trade Centre, Nehru Place,
New Delhi, Delhi 110019, India

 **Singapore**

151 Chin Swee Road,
#07-12 Manhattan House,
Singapore - 169876