



MUSKAN SHARMA

CONTENT CREATOR • STORYTELLER

PROFILE

Content creator with over a year of experience building video content for RentOk, and recent experience writing scripts for founder and company brands at Iconic Edge. My work covers fashion, food and vlogging style storytelling, along with scripting, research and direction for short form video. I have created over 100 videos for RentOk, including product explainers, tutorials and ad campaigns, with individual reels reaching up to 592K views.

WORK EXPERIENCE

Content Creator | Iconic Edge

Gurgaon, Haryana • September 2026 to October 2026

- Wrote scripts for the personal brand growth of different founders, turning their ideas and stories into content that sounds like them.
- Wrote scripts for company brand growth, helping brands explain what they do in a simple and engaging way.
- Assisted with shoots and content creation during podcast recordings.

Content Creator | RentOk

Gurgaon, Haryana • June 2025 to July 2026 • 1+ Year

- Owned content from start to finish for RentOk's marketing team, handling research, scripting, shoot planning and creative direction while working closely with the marketing lead, product team, designers and video editors.
- Created over 100 pieces of content including educational videos, product walkthroughs, feature launch videos, promotional videos, reels and YouTube shorts, covering features like AutoPay, Smart Attendance, WhatsApp Genie and KYC.
- Maintained a steady output of 60 to 70 videos every month across product, tutorial, feature and ad formats, along with 15 to 20 experimental AI generated ad videos using HeyGen and Google Flow.
- Supported RentOk's channels including the Instagram page Kirayedaar Log and the YouTube channel Kirayedaar Log, which has reached 24.3K views.
- Delivered strong organic results for RentOk's channels, with individual reels reaching 592K, 115K and 87.7K views, on a comparatively small follower base.

PERSONAL BRAND

Outside of work, I run a personal page called [musketchup](#) on Instagram, where I create content around fashion, food and everyday vlogging. The page gets between 45,000 and 50,000 views every month, and gives me space to experiment with new formats and build a personal voice.

VIDEO PRODUCTION BREAKDOWN

RentOk monthly split. Research and scripting take 2 to 3 hours per video, and the full cycle takes 1 to 2 days.

Format	Volume / mo	Description
Product Videos	15 to 20	Feature walkthroughs and product showcases for the core app.
Product Tutorials	10 to 15	Step by step how to videos on features like AutoPay, KYC, Smart Attendance.
Feature Videos	10 to 15	Launch focused videos introducing new product capabilities.
Ad Videos	10 to 15	Performance oriented promotional videos for paid and organic campaigns.
AI Experimental Ads	15 to 20	Ad concepts built with HeyGen and Google Flow, testing AI generated formats.

CONTACT

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LinkedIn

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Instagram

[instagram.com/kiravedaarlog](https://www.instagram.com/kiravedaarlog)

YouTube

[youtube.com/@RentOkofficial](https://www.youtube.com/@RentOkofficial)

[youtube.com/@kiravedaar_log](https://www.youtube.com/@kiravedaar_log)

EDUCATION

Bachelor of Commerce (B.Com)

HARD SKILLS

- CapCut for video editing
- Instagram Edit Suite
- YouTube Studio
- AI video tools including Palmier Pro, HeyGen and Google Flow
- Scripting and storyboarding for short form video
- Content calendar and production planning

SOFT SKILLS

- Storytelling and creative ideation
- On camera presence and delivery
- Cross functional collaboration
- Trend spotting and audience insight
- Comfortable working under tight deadlines