Personal Branding | *Portfolio*

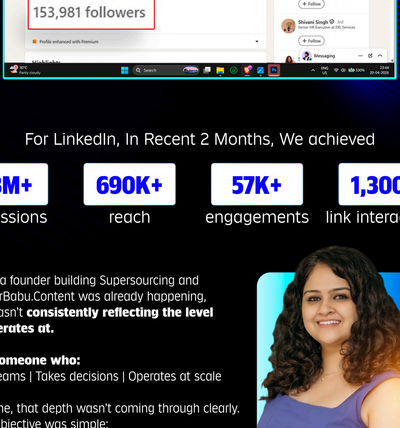
ADITI CHAURASIA

FOUNDER AND COO

Supersourcing & EngineerBabu

Aditi's Personal Handle experienced a followers growth
70k to 150k (LinkedIn) and 6k to 14k (Insta) during my tenure

ADITI'S LINKEDIN



For LinkedIn, In Recent 2 Months, We achieved

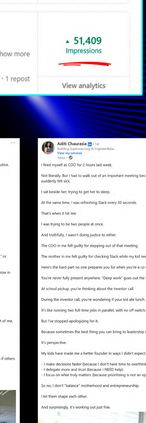
3.3M+	690K+	57K+	1,300+
impressions	reach	engagements	link interactions

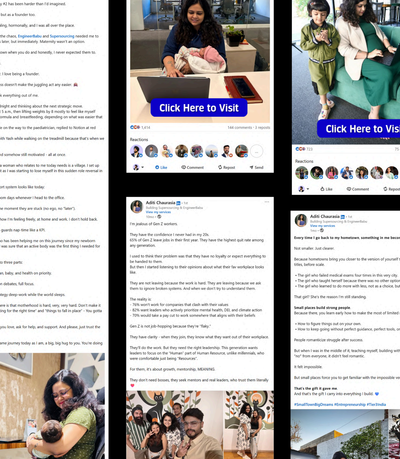
Aditi is a founder building Supersourcing and EngineerBabu.Content was already happening, but it wasn't **consistently reflecting the level she operates at.**

She's someone who:
Builds teams | Takes decisions | Operates at scale

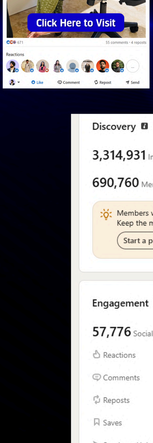
But online, that depth wasn't coming through clearly. So the objective was simple:

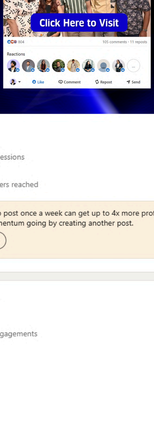
- Build authority in hiring and leadership
- Improve perception beyond "just hiring founder"
- Create consistent visibility
- And generate inbound interest through content

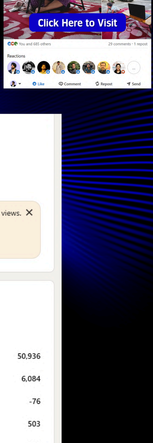


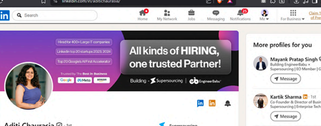


SOME OF HER TOP POSTS WRITTEN BY ME!

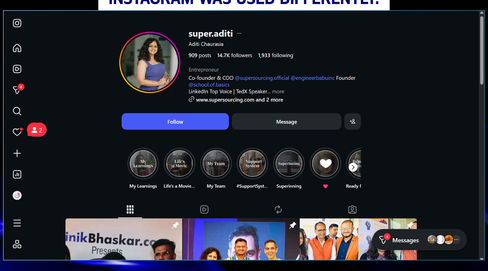




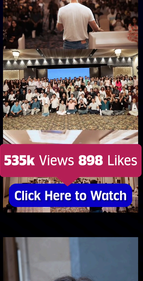




INSTAGRAM WAS USED DIFFERENTLY.

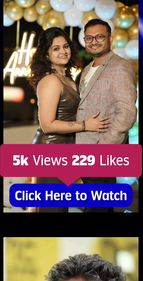


More for visual storytelling and relatability:



535k Views **898** Likes

Click Here to Watch



5k Views **229** Likes

Click Here to Watch



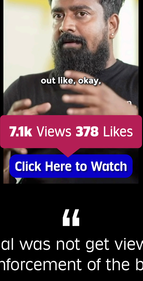
1.4k Views **24** Likes

Click Here to Watch



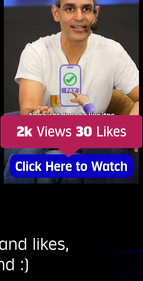
1.7k Views **40** Likes

Click Here to Watch



7.1k Views **378** Likes

Click Here to Watch



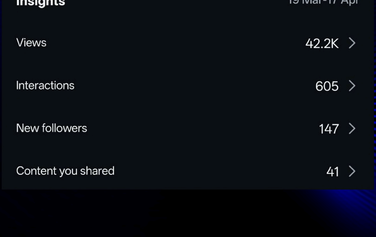
2k Views **30** Likes

Click Here to Watch

"

Here, the goal was not get views and likes,
but reinforcement of the brand :)

Yet for Instagram, In Recent 2 Months, We achieved



ADITI PERSONAL BRAND STRATEGY DOC DRAFT 1

Brand to be established as Business and Startup success expert

Content Bucket		Details	Topics
Phase 1 (0-3 Yrs)	Early stage Dilemas		Should I tell my family or keep building this dream?
	Self Doubt	Common doubts like will it be successful, I am risking my career, will I be ever be able to make money. Can we become unicorn? Is indore the right place for our startup? Am I managing finances right?	When you start doubting yourself, read this...
			Wow I handled criticism or being jujed as female co-founder
			Will I be able run IT company being from biology background
	Impatient founders	We wanted to be super big in just 2 years.	The startup timelines nobody talks about: Years of silence before a single "wow"
			Speed is great. Direction is better
			You can't scale what you haven't survived first'
			The best founders aren't the fastest—they're the most consistent
	mistakes		Top 7 mistakes I made in Year 1 (and survived)
			I waited too long to fire—and it hurt the whole team
			We celebrated vanity metrics and ignored real revenue signals
	No money survival	We solved challenges with frugality and creativity, wearing multiple hats and 3 fold learning. With no cash for ads, we turned to storytelling on social to build trust and business both. Right use of every penny. Love for profits, Keen eye on expenses, pro active planning and frugality	Wanted to build fast and always stood conscious for being judged.
			How we built everything on zero funding
			We had 10 marketing budget. Here's what worked.
			What bootstrapping really looks like from the inside
			Why I didn't move to Bangalore—and don't regret it
	Big Dreams and tier 2 city		Building global from Indore
			What small-town India taught me about big vision
	early backers and believers	Importance of having right co-founders	To the first client who said yes—thank you
			"Every founder needs that one believer. Here's mine
			Co-Founders are best early backers and believers.
			"Every founder needs that one believer. Here's mine
	Team building		Culture is underrated.
			Hire with clarity in extremely important
			Talent needs nurturing not dictatorship.
	Hard truths and learnings		
	Personal challenges		
	Book recommendations and review		
Phase 2 (3-7 Yrs)	Beyond survival		
	Hiring and building leaders		
	Employer branding		
	Funding and truths		
	Mentors and mentorship		
	Being Cheated as integral part		
	Preparing to scale		
	change from being 25 people to 5-0 people team		
	Supervisioning and rebranding		
	Big risk, bid gains and big losses		
	Delegation and beyond	define, build system, hire and delegate	
	From startup to be responsible company		
	From being founders to employers	Pause > Panic.	From reacting emotionally --> to responding strategically
	Journey to big dreams		
	reality checks		
	Second line of leadership		
Phase 3 (7-10 Yrs)	We evolved, building for impact	Freedom is a process. Building people, not just product. Cash flow is king.	We are building for impact not to influence
			From micromanaging everything --> to building systems and letting go
			From being a founder --> to becoming an employer
			From chasing funding --> to building a profitable business
	Hard learnings and lessons	sto10x, operations optimisation, made frameworks, OKRs	
	Funding		
	Cost of bad decisions		
	Somewhere startup at heart and employer as corporate		
	Audacious dream of IPO		
	Preparing for the big dreams		
	Learnt to be employer		Most misunderstandings don't happen because of what's said. They come from what's understood.
	Gen-Z mentorship		
Phase 4 (10 Yrs onwards)	AI, learning AI and championing AI		
	Profitability and beyond		
	Building systems and second line of leadership		
	First time defined long term vision		
	HR redefining		
	Practicing Dhanda		
Life Before Startup (Why Aditi is like this)	Being from small town helped		From proving myself --> to believing in myself
	Early struggled shaped me as tough women		
	Never self doubt only self motivation		
	Always super confident and self believer		
	Influenced by Abdul Kalam and columbus		
	Curious and creative since begining		
	Deeply grateful for everything in life	Bad made me better and good made me stronger	
	Super inspired by my Grand ma and principal mam	Tough and confident ladies	
	Deep thinker and emotional at heart		
	Jo than liya wo kr diya		
Motherhood made me	Motherhood made me focused and strong	Boundarise build focus.	From saying yes to everyone --> to protecting my energy
	I love being a boss mom		
	Business made me better mom	Being mom made me good at business	
	It made me fall in love with life and with everything I have		
	Having a tribe matters, build one don't wait		
	I enjoy home more than ever		
	No time to over think only to plan good		
	Fitness is top most priority	that helps me in good at being mommy and as boss.	
	I learnt the value of time	Now have clarity about ROI of every single min	
Motherhood and how I think now			
	Most misunderstood generation		
	Most emotionally intelligent		
	Their energy is envious		



Key observations:

- Personal + real content outperformed pure informational posts
- Emotion helped in reach, experience helped in credibility
- Consistency played a bigger role than individual post quality

Also, platform roles became clear:

- LinkedIn → authority + depth
- Instagram → relatability + reinforcement

The goal was not to grow content. It was to make sure her online presence reflects the level she actually operates at.

AND I NAILED IT!!