

CASE STUDY 02 · D2C SKINCARE

SKINTHIRST

Building a premium D2C skincare content system through ingredient-led storytelling.

FEB 2023 — NOV 2023 · REMOTE, INDIA

DIGITAL MARKETING CONSULTANT (FREELANCE)

Social Media · Content Strategy · Visual System



22%

Social-driven organic traffic growth within 6 months

~40%

Reduction in time-to-publish using ChatGPT + Midjourney

01 THE CHALLENGE

A strong product story needed a stronger content system.

When I started, Skinthirst had potential but its social presence was inconsistent and heavily product-focused. There was no in-house designer, no paid budget, and limited educational content — making it harder to build awareness and trust in a competitive D2C skincare market.

No in-house designer

Zero paid budget

Need for ingredient education

Inconsistent posting cadence

Lack of unified visual system

Role Owned the content production pipeline, built the visual system, and worked on organic growth through SEO-led content.

CV-aligned outcomes used throughout this case study: 22% social-driven organic traffic growth within 6 months and ~40% reduction in time-to-publish.

02 THE AUDIT

The Audit

Diagnosis before execution.

Area	Score	Finding
Profile & Bio Clarity	5/10	No ingredient-led value proposition; no CTA link; visual identity not fully aligned with premium positioning.
Posting Frequency	4/10	Below 3 posts/week with visible 5–9 day gaps.
Content Mix	3/10	80%+ product shots and no meaningful educational content.
Hashtag Strategy	4/10	Repetitive hashtag use without niche/community or branded layers.
CTA Effectiveness	3/10	Fewer than 20% of posts included a clear CTA.
Visual Consistency	5/10	Broad palette consistency but no unified template system.

03 THE STRATEGY

The Strategy

Five recommendations implemented from the audit.

01	Ingredient-led visual system Shifted attention from product shots to ingredient education and skin benefits.
02	Consistent template architecture Unified earthy palette, natural styling and premium packaging photography.
03	Barrier-first messaging Made skin-barrier protection the recurring content positioning.
04	SEO-led caption strategy Used keyword research, ingredient/skin-concern terms and tiered hashtags.
05	Content cadence system Structured batch production and scheduling to support consistent publishing.

Creative System

A repeatable visual language across three core SKUs.

The visual system was designed around earthy tones, natural ingredient styling, premium D2C packaging photography, and ingredient-first education. Three core product infographics were created for the Purifying Gel Cleanser, Radiance Serum, and Deep Nourish Moisturizer.



PURIFYING GEL CLEANSER

Green Tea + Salicylic Acid



RADIANCE SERUM

Niacinamide + Hyaluronic Acid + Saffron



DEEP NOURISH MOISTURIZER

Ceramides + Peptides + Botanical Oils

CONTENT	Static posts · Carousel formats · Story assets · Product education
POSITIONING	Barrier-first · Ingredient-led · Education-first · Trust-building
PRODUCTION	ChatGPT for caption ideation and hook testing; Midjourney for visual mood-boarding and creative direction.
DISCOVERABILITY	Keyword research for ingredient and skin-concern terms plus a broad / niche / branded hashtag tier system.

05 TOOLS USED

Tools Used

Tools documented for the Skinthirst engagement.

Canva	Adobe Express	Midjourney
ChatGPT	Hootsuite	Instagram Analytics

06 FINAL OUTCOME

Final Outcome

What changed after the system was put in place.

22%	Social-driven organic traffic growth within 6 months.
~40%	Reduction in time-to-publish by bringing ChatGPT and Midjourney into creative ideation and testing.

Portfolio framing: The engagement was a remote freelance role focused on content production, visual systems, SEO-led captions and organic growth. This document intentionally uses the current CV's metrics rather than conflicting figures from earlier draft artwork.

Source basis: current CV + Skinthirst case study + Skinthirst social media audit + supplied product/brand visuals. No additional performance claims have been added.