

BRAND PARTNERSHIPS

MEDIA KIT 2026

125K+ people follow Muskan for AI, careers & business.

Ex-Amazon engineer, founder of Cherry Media and a creator featured in Business Insider. Everything you need to plan a collaboration, in one place.

Start a partnership ➔



Muskan Agarwal
Creator · Founder & CEO, Cherry Media · San Francisco

COMBINED FOLLOWING

125K+

across LinkedIn, Instagram and YouTube

-  **LinkedIn**
@muskanagarwal **62,024** FOLLOWERS
-  **Instagram**
@muskannagarwal **60K** FOLLOWERS
-  **YouTube**
@muskannagarwal **4K** SUBSCRIBERS
-  **X / Twitter**
@musk101 [Profile ↗](#)
-  **Medium**
@muskanagarwal [Profile ↗](#)

Why brands work with Muskan.

AUG 2026

FEATURED

BUSINESS INSIDER

Quoted in Business Insider on why tech workers from Microsoft, Amazon and Google are building personal brands.

Read the story →



Ex-Amazon software engineer

Engineering credibility that lands with a tech-first audience.



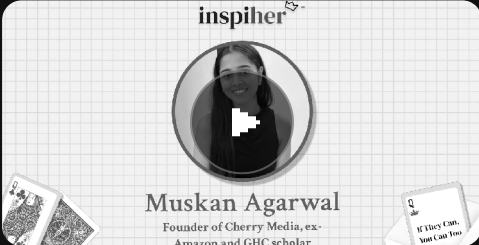
Founder & CEO, Cherry Media

An AI-native agency running 50+ creator accounts every week, with 60+ clients worldwide.



Grace Hopper Celebration '21 Scholar

Active in Women Who Code and Women Techmakers.



On podcasts & panels

InspiHER by ACM-VIT, Latency and Latte, The Entrepreneurs of India.

CONTENT

What 125K+ people follow along for.

Five pillars, with real recent posts. Detailed audience analytics (locations, roles, seniority) are shared on request.

 AI AT WORK

"My team now handles 50+ creator accounts every week, and the extra hire I budgeted for never happened."

 In partnership with Viktor

370+

 CAREERS

"I am an ex SDE Amazon, but if I were job hunting in 2026, I wouldn't go to LinkedIn or Indeed."

 Sep 2026

310+

 GLOBAL CAREERS

"Year 1: Applied for H1B. Rejected. Year 2: Applied again. Rejected. Year 3: Third attempt. Rejected."

 Sep 2026

320+

 LIFE & TRAVEL

"London Diaries! My favourite part wasn't really seeing the city. It was meeting people I would probably never meet in my everyday life."

 Sep 2026

550+

 READING & GROWTH

"Save this for the next time you feel stuck. The Pmarca Guide to Career Planning. His first rule is: do not plan your career."

 Sep 2026

90+

 WHO IT SPEAKS TO

- Engineers and tech professionals
- Founders and operators
- Students and early-career job seekers
- Creators growing on LinkedIn & Instagram

Sponsored, but it still sounds like her.



Muskan Agarwal
Founder, Cherry Media · Sep 2026



My team now handles 50+ creator accounts every week, and the extra hire I budgeted for never happened.

As we grew, hiring wasn't the hardest part. Getting people up to speed was.

Then I started using Viktor...

In partnership with Viktor.

370+ REACTIONS

VIEW ON LINKEDIN

viktor.com

AI employee for Slack & Microsoft Teams · Sep 2026

- ✓ **A real problem first.** The post opens with Muskan's own challenge of onboarding a growing team.
- ✓ **The product as the turning point,** told in first person with a concrete outcome.
- ✓ **A clear offer and link** for the audience to act on.
- ✓ **Clearly disclosed,** with "In partnership with Viktor" in the post.

WAYS TO COLLABORATE

Formats across every platform.

Rates are shared on request, based on scope, timing and usage rights. Bundles across platforms are welcome.

LinkedIn

- Dedicated post
- Carousel
- Video post

Instagram

- Reel
- Carousel
- Story set

YouTube

- Integration
- Dedicated video

X / Twitter

- Post
- Thread

Launch bundles

One story told across LinkedIn, Instagram and X for product launches, events and hiring pushes.

01

Share your brief and goals

02

Muskan pitches concepts in her voice

03

You review before anything goes live

04

It publishes, clearly disclosed

05

Performance numbers on request

AS SEEN IN

BUSINESS INSIDER

Entrepreneurs
of India



InspiHER

Latency & Latte



LET'S COLLABORATE

Make something your audience remembers.

Send a short brief (product, goal, timing and platforms) and the team will
come back with ideas and rates.

Email a brief →

📅 Book a call

hello@thecherrymedia.com · www.muskanagarwl.com/brands · linkedin.com/in/muskanagarwall



Founder, Cherry Media

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