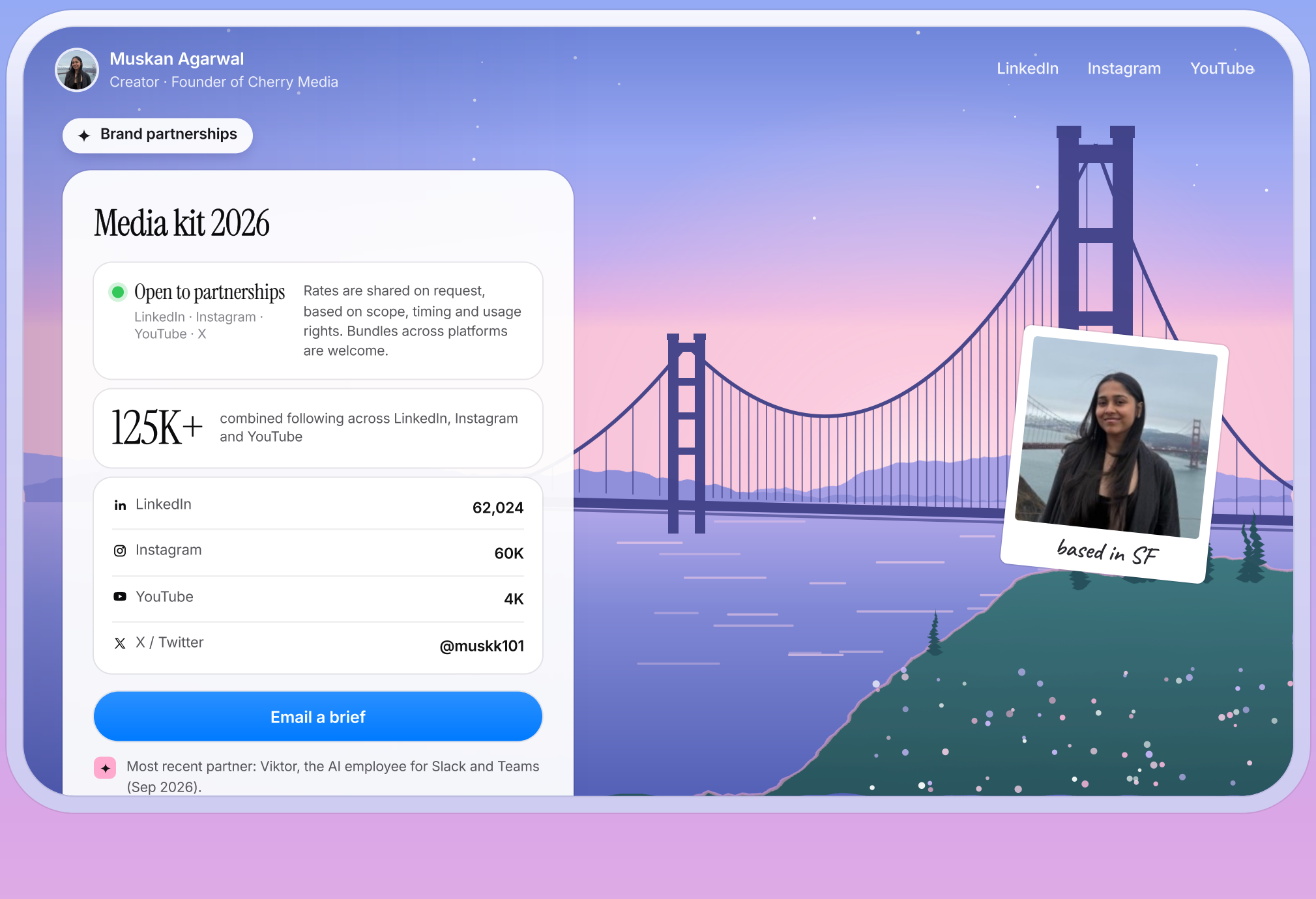
Partner with Muskan.
Media kit 2026.

125K+ people follow Muskan for AI, careers and business. Ex-Amazon engineer, founder of Cherry Media and featured in Business Insider. Everything you need to plan a collaboration, in one place.

Start a partnership

hello@thecherrymedia.com · Rates on request



Engineering credibility, a founder's perspective, and an audience that trusts her.

Muskan writes from experience: years as a software engineer at Amazon, then building Cherry Media from scratch. That's why her content lands with engineers, founders and early-career professionals, and why partners get more than a shout-out.

Featured in Business Insider

Quoted on why tech workers from Microsoft, Amazon and Google are building personal brands (Aug 2026).

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.

cherry-media.pages.dev ↗

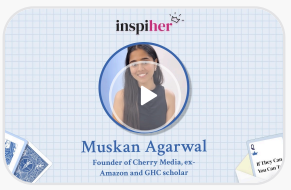
Grace Hopper '21 Scholar

Active in Women Who Code and Women Techmakers, and a regular on podcasts and panels.



Podcast · Sep 2025

Latency and Latte: From Amazon code to building Cherry Media



Interview · ACM-VIT · Jul 2025

InspiHER S4 E2: Founder at Cherry Media, ex-Amazon and GHC Scholar

What 125K+ people follow along for.

The topics she posts about, shown below with real recent posts. Detailed audience analytics (locations, roles and seniority) are shared on request.

- AI at work
- Careers & job hunting
- Global careers & immigration
- Life & travel
- Reading & growth
- Building a business

> Her audience: engineers and tech professionals, founders and operators, students and early-career job seekers, and creators growing on LinkedIn and Instagram.

Muskan Agarwal
LinkedIn · Sep 2026

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

AI at work · 370+

Muskan Agarwal
LinkedIn · Sep 2026

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

Careers · 310+

Muskan Agarwal
LinkedIn · Sep 2026

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

Global careers · 320+

Muskan Agarwal
LinkedIn · Sep 2026

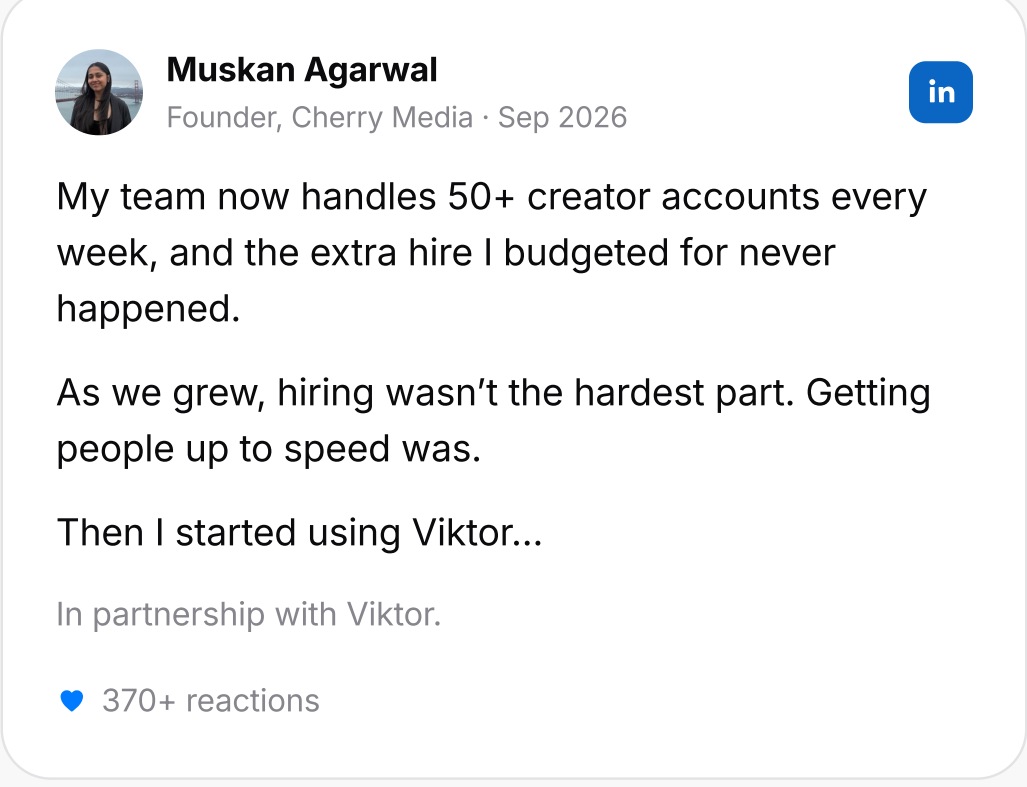
London Diaries! My favourite part wasn’t really seeing the city. It was meeting people I would probably never meet in my everyday life.

Life & travel · 550+

Sponsored, but it still sounds like her. A recent partnership with Viktor.

Viktor is an AI employee for Slack and Microsoft Teams. The post told the story of a real problem Muskan faced at Cherry Media, in her own words, and it was clearly disclosed.

370+ reactions and counting



viktor.com

- **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.

Formats across every platform, or one story told across all of them.

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.

From brief to live post. Here's how.

A simple process, with you in the loop before anything goes live.

1. **Share your brief and goals**
   Product, audience, timing and the platforms you're interested in.
2. **Muskan pitches concepts in her voice**
   Angles that fit what her audience already comes to her for.
3. **You review before anything goes live**
   You see the draft and share feedback before it's published.
4. **It publishes, clearly disclosed**
   Every sponsored post says so, in the post itself.
5. **Performance numbers on request**
   Reach and engagement for the posts you sponsored.

AS SEEN IN

BUSINESS INSIDER · Entrepreneurs of India · InspiHER · Latency & Latte



Let's make something her audience remembers.

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

Email a brief · Message on LinkedIn

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

