



Dewanshi Gupta
Iconic Digital content creator

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Impressive personality with a creative mind

Dewanshi did her primary schooling from Rath and then, later on, she and her family shifted to Kanpur and from there, her parents sent her to Scindia Kanya Vidyalaya, Gwalior for her secondary education. Last While studying, she discovered her love for creativity. She also learnt website designing and grew her interest in the computer. In her school's computer exhibitions she developed a lot of websites and the chief guest Javed Akhtar appreciated her a lot and which motivated her to take up a career in a creative field and not go in a conventional field like doctor or engineer.

While looking up for colleges she sat for Symbiosis Institute of Design exam and joined user experience design course. After joining college Dewanshi got her first phone and because of excitement she joined various social media platforms and after few months she came across a few people who were sharing their product reviews and experience with their followers and that fascinated her a lot and she thought that even she should share her perception on things with the world out there



Dewanshi Gupta felicitated by Varun Carvalho, musician for Digital Content Creator



and therefore she started blogging. She named her blog "The Style Drug" which means the style which will make you addicted.

She had no idea how this whole blogging and content space worked but she still made her way through it. Dewanshi journey of content creation started through passion but she never knew it would become her identity. While her classmates were still adjusting to a new city, college and were making friends, she on the other side was attending exclusive events, making content early morning and then attending college and keeping up with assignments.

With time, The Style Drug became a brand and it became a prominent name in Pune's creator space. Even being a student Dewanshi was being invited by a lot of colleges to be a judge or a guest and it was one of the best feelings in the world.

With growing, time and recognition Dewanshi got interviewed by some of the very reputed magazines, newspaper and radio.

Dewanshi also worked with almost 500 brands and in which her biggest project was with PNG Jewellers. She was in their hoardings all over India, Dubai and USA and the best part was that they mentioned her name and designation which is very rare to see on a billboard. She has been in this field for 5 years now and after she completed her graduation she started doing content creation as her full-time job. Because her blog was already doing so good so she decided not to sit for any college placements and she is glad that she took that decision for herself.

Today Dewanshi is so proud and grateful to be receiving this award for Iconic Digital Content Creation. This is all she once dreamt of!

Instagram handle - dewanshi_thestyledrug

Dewanshi Gupta



ABOUT DEWANSHI GUPTA

02



Dewanshi Gupta, popularly known as The Sstyle Drug, has aced the influencer game with her unique social media content in Lifestyle, Travel, Fashion and Beauty. She believes in making content about everything that inspires her. Apart from being a content creator, she is also a Ux designer and a Fashion Stylist. In her Content creation journey she has worked with almost 500 brands and some of them are Marriott group, Hyatt group, Phoenix marketcity, Nexus malls, Png Jewellers, Forevermark, Johnie walker, Kingfisher, Mac cosmetics, Marks and speneers, Forever21, Fastrack, Masaba, Ritukumar, Satya paul, Lasenza, Imagica, Supersonic, Sunburn, Innisfree, Coverstory, Toni & Guy, Kiko milano, Faces canada, Accessorize London and many more.