Hi, I am Mudrika.

I Write What People Relate To. And That's Why It Works. Stories That Connect. From Personal Stories to Business and Finance Insights

Viral Content? I've Done It.

SEO? I Know It.

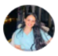
Engagement? I Drive It.

About Me:

🚀 I don't stick to one niche, I write about life itself. From personal stories and business insights to humour, motivation, brand strategies, and job hacks. I write it all.

📌 LinkedIn: Built a 30K+ audience in just 10 months, sharing content that makes people think, engage, and relate.
📌 Twitter (X): My playground for rants, humour, thoughts, and unfiltered opinions.

1. **LinkedIn Growth & Impact**



Analytics & tools
Monday, April 7

Analytics

1,463,811
Post impressions
▲794.8% past 7 days

26,699
Followers
▲10.9% past 7 days

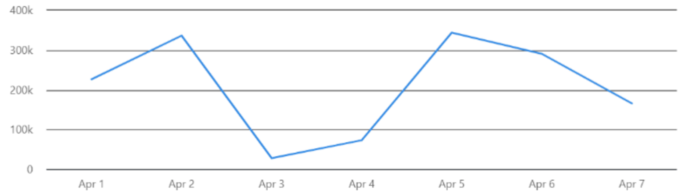
26,040
Profile viewers
Past 90 days

378
Search appearances
Previous week

Past 7 days ▾ Impressions ▾

Content performance

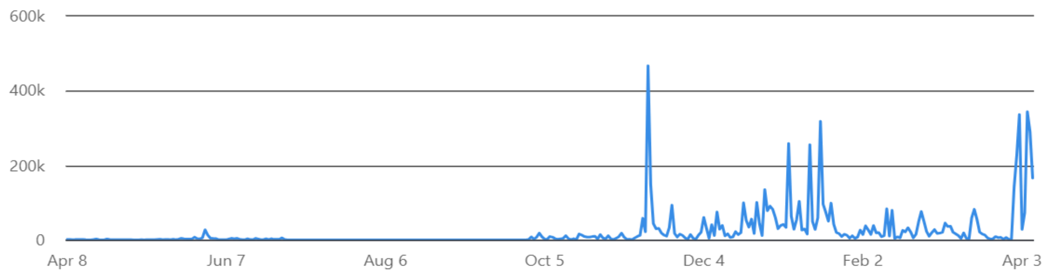
1,464,085
Impressions
▲795% vs. prior 7 days



Past 365 days ▾ Impressions ▾

Content performance

7,584,264
Impressions



Top performing posts

Based on impressions gained from April 8 - April 7

Mudrika Kavdia posted this • 1w

I recently visited Google's Bangalore office.

It wasn't just an office. It was everything you'd expect- huge, ...show more

Gaurav Sharma and 13,374 others

293 comments · 52 reposts

▲ 1,423,825
Impressions

View analytics

Mudrika Kavdia posted this • 5mo

Zomato posted "You and I... in this beautiful world ❤️ "

When Zomato shows up like that friend who's genuinely hap ...show more

7,149

147 comments

▲ 710,351
Impressions

View analytics

Mudrika Kavdia posted this • 3mo

This man posted on reddit how he applied to 1000 jobs using AI and ended up receiving 50 interviews - that too while he was sleeping!
...
...show more

2,603

169 comments

▲ 682,497
Impressions

View analytics

Mudrika Kavdia posted this • 3mo

2021: No salary increase
2022: No salary increase
2023: No salary increase...
...show more

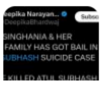
2,085

180 comments

▲ 303,937
Impressions

View analytics

Mudrika Kavdia posted this • 3mo



The court granted bail to Atul Subhash's wife Nikita Singhania, her mother & brother...

...show more

▲ 267,813
Impressions

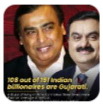
The court granted bail to Atul Subhash's wife Nikita Singhania, her mother & brother...
...
...show more

779 129 comments

▲ 267,813
Impressions

View analytics

Mudrika Kavdia posted this • 3w



108 out of 191 Indian billionaires are Gujaratis, but what's more inspiring?

People say Gujaratis are born to do business.... ...show more

1,494 136 comments

▲ 168,858
Impressions

View analytics

Mudrika Kavdia posted this • 3mo

> Born in Gah, British India
> Grew up in a farming family
> Studied at Panjab University, Cambridge, and Oxford... ...show more

▲ 164,523
Impressions

Mudrika Kavdia posted this • 3mo

> Born in Gah, British India
> Grew up in a farming family
> Studied at Panjab University, Cambridge, and Oxford... ...show more

1,636 59 comments

▲ 164,523
Impressions

View analytics

Mudrika Kavdia posted this • 2mo

How to retire by 35:

- Save 80% of your income.... ...show more

533 93 comments

▲ 124,555
Impressions

View analytics

Mudrika Kavdia posted this • 3mo

Men in love 🔥 🙊
... ...show more

▲ 114,461
Impressions

Mudrika Kavdia posted this • 3mo

Men in love 🔥 🙊

... ...show more

531 107 comments

▲ 114,461
Impressions

View analytics

Mudrika Kavdia posted this • 2mo

Adani wedding at Narendra Modi Stadium? Cricket might be India's religion, but the shaadi season is its biggest festival!

... ...show more

648 48 comments

▲ 107,388
Impressions

View analytics

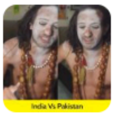
Mudrika Kavdia posted this • 2mo

You win ₹100 crore, and suddenly everyone remembers your birthday. 🤡

and, the biggest unwanted moment after winning the lottery ...show more

▲ 105,135
Impressions

Mudrika Kavdia posted this • 1mo



India won the match, IIT wale baba still solving Pakistan's 'win equation' with Python. 🤡

... ...show more

402 71 comments

▲ 97,532
Impressions

View analytics

Mudrika Kavdia posted this • 3mo

Physics may fail, but chai never does!
Rajasthan vibes in full swing 😂

... ...show more

606 52 comments

▲ 95,896
Impressions

View analytics

Mudrika Kavdia posted this • 4mo

POV- if you want to, you will.

This is New India. 'Mera desh badal raha hai' got real, at leas ...show more

▲ 95,644
Impressions

Discovery

8,549,395	2,025,262
Impressions	Members reached
▲121,357.6% Past 365 days	▲79,792% Past 365 days

From sharing personal stories, thoughts, opinions, finance, business insights, life experiences, to humour, brand stories, job strategies, I write about everything- short form and long form, all kind of content on my LinkedIn. I have written over 500+ content pieces on LinkedIn in the last 12 months. Here are a few samples with screenshots of impressions and recognition my LinkedIn account has gotten me in a few months of consistent posting.

Post 1.

I recently visited Google's Bangalore office.

It wasn't just an office. It was everything you'd expect- huge, vibrant, and filled with some of the smartest people in the industry.

Google spends $10 billion+ annually on employee benefits worldwide.

Free food, wellness rooms, nap pods, world-class workstations- you name it.

Why?

Because they know one simple truth: A happy employee is an asset, not an expense.

Imagine this. Losing an employee can cost a company 1.5x to 2x their salary in lost productivity and hiring costs.

So instead of saving money by cutting perks, Google invests money in keeping employees engaged, innovative, and loyal.

And the result?

Google's revenue per employee is a whopping $1.5 million per year.

Now, compare this to most Indian companies. The mindset is different. More control, fewer perks, higher attrition.

But what if companies here started thinking like Google? Would we see more innovation? More billion-dollar businesses?

I left the office thinking: Is India ready to play the long game when it comes to talent?

Is employee happiness an expense or an investment?

What’s your take?

PS: Companies that treat employees like assets build empires. Some companies attract the best talent effortlessly and it's not just about the salary but the ecosystem they create.

Mudrika Kavdia • You
Writer | Favicon Top 50 India- Personal Branding | All things Personal Growth, ...
1w •

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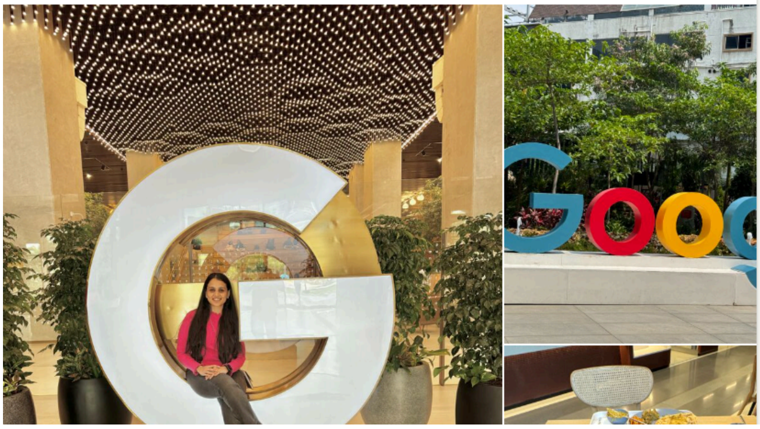


Gaurav Sharma and 13,406 others 293 comments • 52 reposts

Reactions

...

Like Comment Repost Send

1,426,381 impressions View analytics

Add a comment...

Post 2.

I received a lot of DMs asking how did you visit Google's Office? How can we go? Here's how you can:

Walking into Google Bangalore office was a surreal experience.

Not just because of the nap pods, gourmet food, and insane workspaces- but because I finally saw how a trillion-dollar company treats its employees.

And here's the truth: I didn't get in through some exclusive pass. I got lucky- my brother and bhabhi work here.

But what if you don't have family at Google? Can you still visit? Yes. Here's how.

1. Referrals Work Like Magic:
Know someone who works at Google? Ask them for a referral visit. Employees can often invite guests, it's one of the easiest ways in.

2. Personalized Messages = Higher Chances:
Sending a "Hi" on LinkedIn won't help. A thoughtful message can. If you're genuinely interested in Google's work culture, reach out to Googlers, ask questions, and build connections.

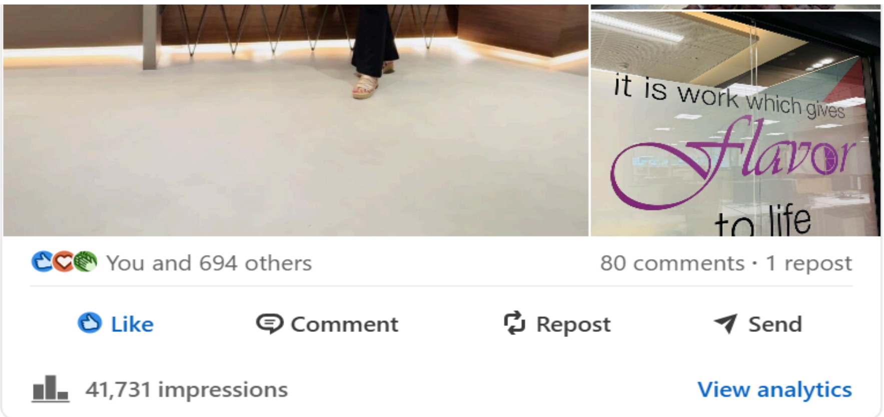
3. Keep an Eye on Google Events:
Google frequently hosts hackathons, meetups, and open days. These events often give you a chance to step inside. Follow Google Careers and their LinkedIn updates to stay informed.

4. Internships & Hiring Programs
If you're a student or professional looking to break into Google, this is your best shot. Google's hiring programs aren't just about jobs- they're also your ticket inside.

5. Conferences & Industry Partnerships
Google partners with startups, universities, and industry leaders for various programs. If you're in the tech, marketing, or business space, look for collaborations where Google is involved.

At the end of the day, it’s not about just visiting Google, it’s about opening new opportunities for yourself.

PS: Connections open doors.
If networking can get you into Google’s office, imagine what it can do for your career.



Post 3.

This man posted on reddit how he applied to 1000 jobs using AI and ended up receiving 50 interviews - that too while he was sleeping!

He revealed that he created a bot and published it on GitHub:

an AI-powered hack that completely changed things for him.

1. It generates custom CVs that bypass ATS filters.

2. Applies to hundreds of jobs while you focus on other things.

3. It automatically applies to jobs on your behalf.

4. Analyzes your personal info.

5. Automatically answers recruiter questions.

In a job market dominated by automation, this hack helps you get past those automated filters.

After using it, he finally started getting responses and eventually landed a job.

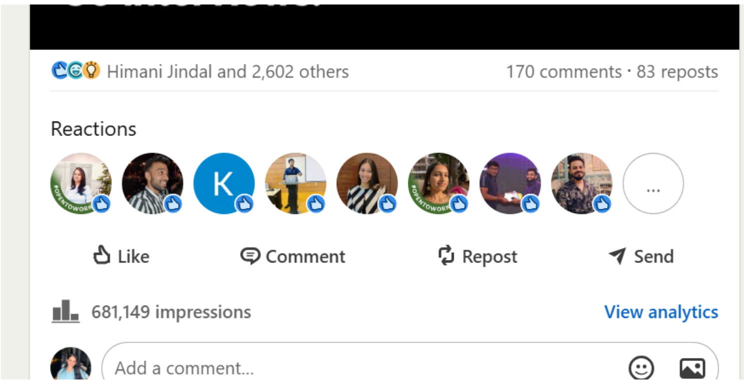
Here are some alternative AI's with the similar functionalities which could help you:

- JobSolv
- LazyApply
- AiApply
- Teal
- Bulkapply

If you’re in the same situation, it’s worth a try.

P.S. Use this bot only for educational and information purposes, with great power of AI comes great responsibility.

Let's use it ethically!



Post 4.

Zomato posted "You and I... in this beautiful world❤️"

When Zomato shows up like that friend who’s genuinely happy for your win. 🧡❤️

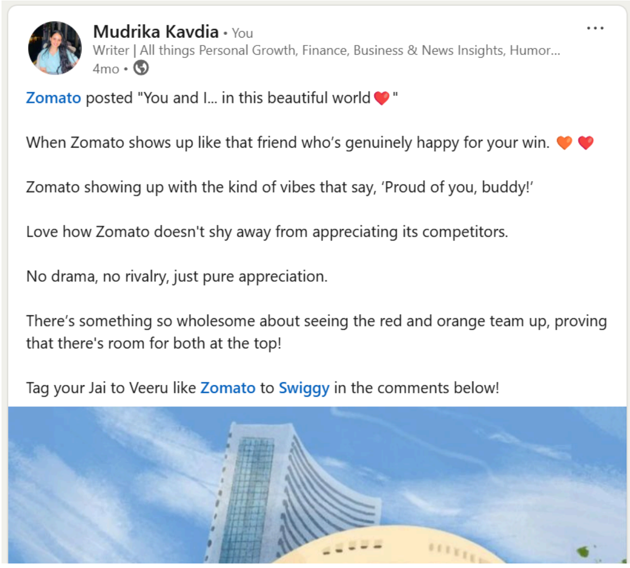
Zomato showing up with the kind of vibes that say, ‘Proud of you, buddy!’

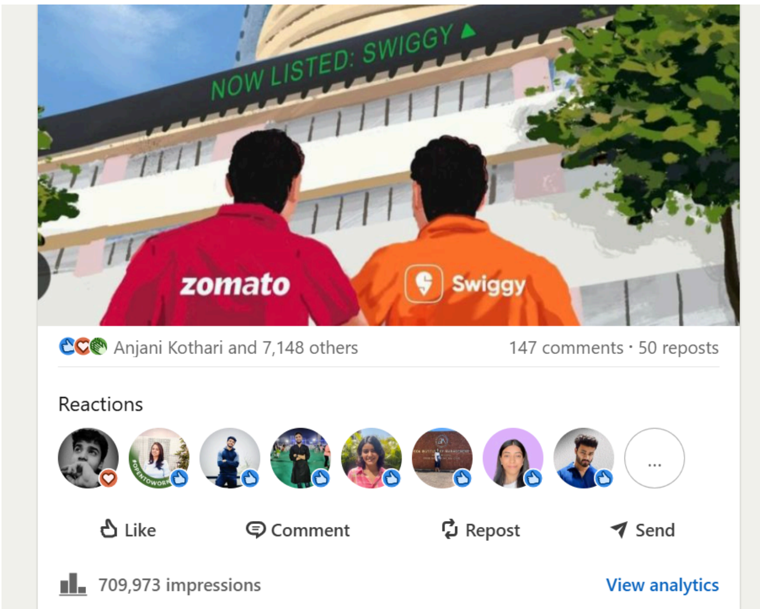
Love how Zomato doesn't shy away from appreciating its competitors.

No drama, no rivalry, just pure appreciation.

There’s something so wholesome about seeing the red and orange team up, proving that there's room for both at the top!

Tag your Jai to Veeru like [Zomato](#) to [Swiggy](#) in the comments below!





Post 5.

2021: No salary increase
2022: No salary increase
2023: No salary increase
2024: No salary increase

Employee: Please accept my resignation.

Boss: You're doing great. Why are you resigning?

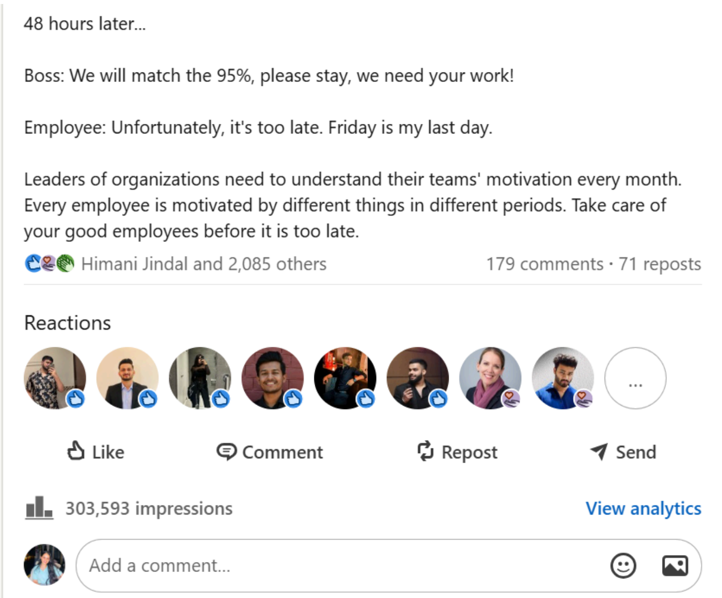
Employee: I accepted an offer with a 95% base salary increase and guaranteed yearly salary cycles as long as I meet my performance goals set by my manager.

48 hours later...

Boss: We will match the 95%, please stay, we need your work!

Employee: Unfortunately, it's too late. Friday is my last day.

Leaders of organizations need to understand their teams' motivation every month. Every employee is motivated by different things in different periods. Take care of your good employees before it is too late.



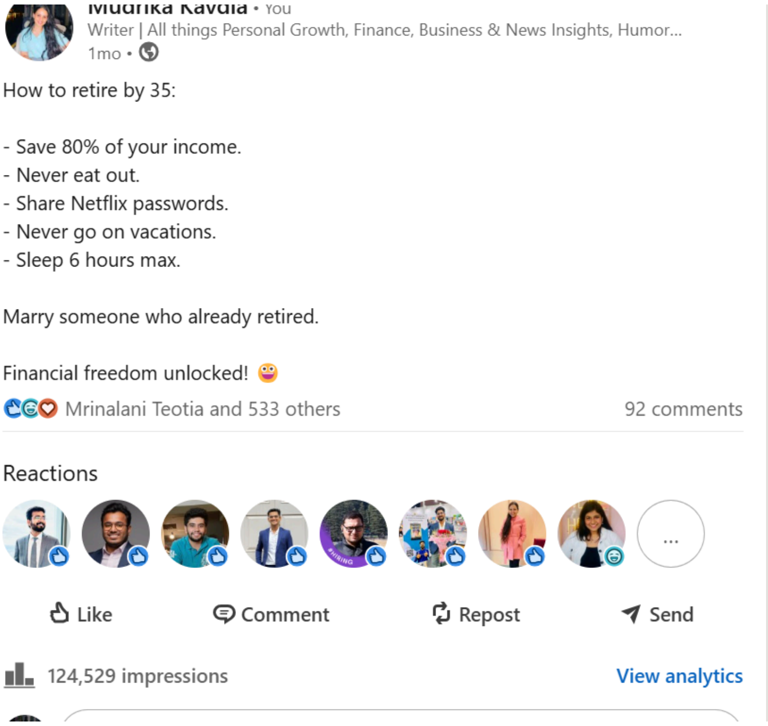
Post 6.

How to retire by 35:

- Save 80% of your income.
- Never eat out.
- Share Netflix passwords.
- Never go on vacations.
- Sleep 6 hours max.

Marry someone who already retired.

Financial freedom unlocked! 😀



Post 7.

I am 23.

I wasted my entire college years being codependent on superficial friendships and toxic relationships.

I lacked self worth, was a people pleaser, set no boundaries and let others take advantage of the genuine care I gave.

I've lost and outgrew so many relationships while trying to figure out who I was and my purpose in life.

For the last one year I have spent months of isolation, silently working, changing my mindset.

Here are 5 steps on how I managed to fix my life…

Step 1: REFLECT. Let yourself feel your emotions. Try journaling, it really helps you get more relaxed with your feelings.

Step 2: TAKE ACCOUNTABILITY. you can’t change anyone but yourself. It all starts with you and who you surround your circle with.

Step 3: FIND YOUR PURPOSE. I think once you figure out what you are meant to do in this life is when things will start aligning with you.

Step 4: LOVE YOU FOR YOU. There is no point of looking down on yourself but rather finding a solution to accept what it is and how you can be better.

Step 5: BUILD CONFIDENCE: I can’t stress how important this is. The day I started taking care of myself, building a routine, working out, dressing nicer, enhancing my physical and mental features, I started building more confidence in myself. You will attract what you give out. So keep up the work and build that confidence.

You will feel so much better in yourself.

Be proud of you and how much growth you have achieved even if it’s something small.

That’s all I have for now. Thanks to whoever read it through. I believe you can get a little something from this. 🤍

Post 8.

Forget stocks and real estate. This is the one investment that:

1. guarantees returns, every single time.
2. pays the highest returns.
3. doesn’t crash with the market.
4. doesn't depend on external factors.

And the best part?

It keeps growing over time, giving you more value the longer you invest in it.

Here's what you get from it:

- Consistent growth. The more you put in, the more you'll see your opportunities expand.

- Confidence boost.

- Better decision-making. You'll have the clarity to make choices that align with your goals.

- It helps you stay grounded, even when things get tough.

- The value keeps growing. There's no short-term gamble here.

Wondering what it is?

It's simple: investing in yourself.

Whether it's:
- learning new skills,
- prioritizing your health, or
- building your confidence,

this is the investment that will never let you down.

PS: start today. build on your own growth, and watch the impact it has on everything you do.

What's one way you can start investing in yourself today?
Let me know in the comments!

If you're ready to build a stronger LinkedIn presence, don't hesitate to reach out or drop a comment below.

I’d love to share more tips to help you on your journey!

Post 9.

I am average Mudrika, never consistently the best or the worst at anything.

In kg, I topped my junior school with 99.6% because mumma made me study extraordinarily hard.

But after that, I never ranked first academically again.

At home, parents would say, "She's very intelligent, has a good brain, just doesn't study that much."

Teachers used to tell me, "You have so much potential and caliber to secure rank 1, study more."

After school, I decided to pursue CA after my father's dream, thinking I could be the best.

But I got stuck in that too and eventually dropped it, remaining 'average' again.

That's when I realized I'm not average because:
- I lack passion or
- hard work.

It's because I enjoy doing and am equally passionate about so many different things.

Yes, the saying goes "jack of all trades, master of none."

But isn't that what life requires you to be more often than not?

So I feel it's okay if you're average in multiple pursuits because it adds up.

Being diverse, experienced and flexible from dabbling in various things is an asset.

P.S.: "Kahin yeh post bhi average na lag rahi ho!"

Share your thoughts?

Post 10.

This is how much I make at 23 while paying for my own ACCA exams, living expenses, and even investing on the side:

Freelancing: ₹25,000 per month

Whether it’s consulting, content creation, or digital marketing, you name it, I’m doing it.

Online Tutoring: ₹20,000 per month

Stock Market Investments: ₹15,000 per month
A little bit of investing, and I’m making my money work for me.

Side Hustles: ₹10-20k per month

Every little bit adds up!💸

It’s all about
- time management
- hard work and
- being smart with your money.

Sounds easy?

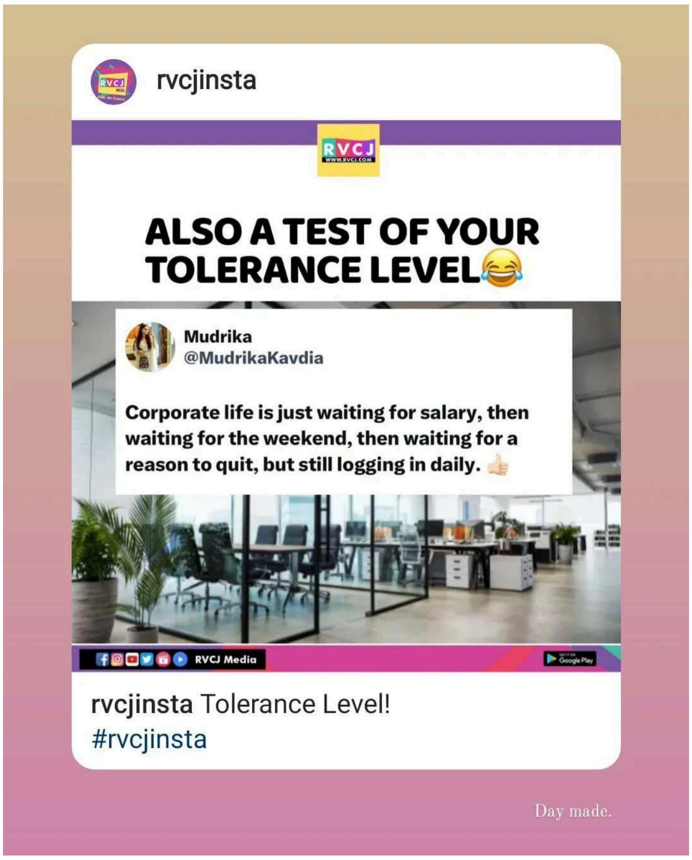
"No, I lied. You actually believed that?"

Don’t believe everything you see on the internet.

It’s easy to fall for these glamorous stories, but reality is far different. Most of us are just trying to get through the day, juggling studies, work, and a thousand other things.

So, stop daydreaming and go to work/study, you social media blind lover!

Few of my tweets that got featured :


rvcjinsta
RVCJ
ALSO A TEST OF YOUR TOLERANCE LEVEL😂
Mudrika
@MudrikaKavdia
Corporate life is just waiting for salary, then waiting for the weekend, then waiting for a reason to quit, but still logging in daily. 👍
RVCJ Media
rvcjinsta Tolerance Level!
#rvcjinsta
Day made.


officialsocialsamosa
Mudrika
@MudrikaKavdia
Corporate life is just waiting for salary, then waiting for the weekend, then waiting for a reason to quit, but still logging in daily. 👍
officialsocialsamosa Corporate Loop 🔁

Ghostwriting for Clients -

1. This is how I got recognition in my corporate journey👇

   Here's my story.

   As a Company Secretary, I've always valued loyalty and trustworthiness.

   Long back, I faced a challenging situation that tested these values.

   I dedicated myself wholeheartedly to a project, ensuring every detail was perfect.

   As it generally happens in corporations, a small misunderstanding caused some concerns.

   Instead of feeling disheartened, I saw this as an opportunity to demonstrate loyalty and positivity.

   I took the time to communicate openly, addressing every concern with patience and transparency.

   Eventually, the team recognized my work.

   📌Here's what I learnt:

   🔺 Stay true to your principles, even in the face of challenges.
   🔺 This can inspire and build stronger relationships.
   🔺 Sometimes people may react unpredictably, but a positive attitude can turn the tables around.

   In the end, it's about maintaining faith in your values and understanding that true appreciation often follows perseverance and understanding.

   How do you maintain a positive attitude when faced with challenges or misunderstandings?

   Tell me in the comments :)

2. I've always considered myself a movie buff.

   As in the earlier post I said, I've struggled with writing. My spoken English was just business communicable, and I lacked confidence in both.

But then, I had a lightbulb moment—I realized I'm a massive movie buff. I've watched over 1000 movies, and to my surprise, that passion improved my English dramatically.

It's funny how something so entertaining turned out to be so educational.

By watching countless films, I picked up nuances, slang, and even the rhythm of conversational English.

I didn't just learn words, I learned how to use them effectively. My listening skills sharpened, and I found myself understanding context and cultural references better.

Still, I felt I was not good enough with writing. Every time I tried to put pen to paper, I felt stuck. But then I thought, if movies could transform my spoken English, maybe they could help my writing too.

So, I started treating my writing like a script. I imagined I was narrating a scene, and the words flowed more naturally.

Embracing this unconventional method made all the difference. My writing isn't perfect, but it's authentic.

I've learned that it's not about perfection; it's about expression and connection.

Now, I approach writing with the same enthusiasm I have for movies, and it's been incredibly rewarding.

So, here's to all the movie buffs, the hesitant writers, and the self-doubters—your story matters.
Just hit that post button and share it with the world!

3. 2025 is just around the corner.

   Here are 5 things I learned about upcoming HR tech trends:

   1. AI will continue to transform roles in manufacturing, retail, and admin.
   2. New HR tools are merging AI with automation for better workflows.
   3. Hybrid work structures will focus more on inclusive benefits.
   4. Diversity, equity, and inclusion remain key corporate values.
   5. Companies are boosting employee wellness and mental health initiatives.

   Hope that helps!

4. Sometimes, the best hire is knowing when not to hire. We were on the hunt for a seasoned Technical Program Manager for Cred.

   I came across a candidate from Microsoft with extensive experience at companies like Walmart and Amazon.

   During our initial convos, we discussed how the challenges at Cred would be different, less structured and more fast-paced.

   He accepted the offer, assuring me he was ready to become a hustler again until he ghosted me for two weeks.

   When he finally called, he admitted he was unsure about the massive career shift.

   We eventually didn't onboard him. But the point being - a candid convo with a prospect candidate saved Cred from a wrong hire.

   Most of early-stage startups tend to get a wrong hire, and suffer.

   Having done myself, I could help you avoid such a problem.

Thank you and Regards,

Mudrika

(http://www.linkedin.com/in/mudrikakavdia)