

Content Creator Intern — Instagram Reels

Make reels, learn what actually goes viral, and grow as a creator — while getting paid to do it.

STIPEND	TYPE	LOCATION	TARGET
₹15,000/mo Starting stipend; increases after 3 months	Internship 3–6 months	Remote / Hybrid	15 reels / month

About the role

Creator Lane is an early-stage creator platform. We're growing our own Instagram, and we want someone who loves making short-form video to make it with us. You'll script, shoot, and edit reels alongside the founder, and along the way you'll get sharp at the one skill every creator needs: understanding why a reel works and why it flops.

You won't just make content — you'll own social media growth. You'll lead the content engine, make and edit reels yourself, and direct a team of four you can hand work to when things scale up. The founders will also be on camera when a reel needs them, but the ideas, the calls, and the results are yours to run. If you're trying to become a content creator and want real reps, this is that.

What you'll do

- Own and grow the Instagram — drive the numbers, not just the posts
- Make ~15 reels a month, from idea to finished video
- Script and structure reels: hooks, pacing, and CTAs
- Shoot and record reels (you, the founders, and the team all film)
- Edit in CapCut / Premiere — cuts, captions, text overlays
- Direct a team of four — assign and manage content when work scales
- Study what's trending and break down why reels go viral (or don't)
- Bring fresh content ideas every week

You should have

- A real love for Instagram and short-form video
- An instinct for hooks and what stops the scroll
- Basic editing skills (CapCut / Premiere) and Canva
- Comfortable shooting and being on camera
- Curiosity — you want to learn why content works
- You've tried growing your own account

Nice to have

- A sense for trending audio and formats
- Experience managing or coordinating others
- Some proof of reach you've built yourself

How to apply

Send a short note plus 1–2 reels you've made (or a reel you love and why it works). The ₹15,000/mo is a starting stipend that increases to a better amount after the first 3 months.

WhatsApp / call: +91 6394644323