

For editors, *in advance of the story.*

AT A GLANCE

FOUNDED	May 2026 in New Jersey
FOUNDERS	Ishaan Sharma · Kamalika Sharma (siblings)
CATEGORY	Editorial social agency for luxury wedding & event studios
SISTER STUDIO	Making It Reel · wedding & event content creation studio (active since 2019, 200+ weddings covered)
MARKET	New Jersey, New York City, Pennsylvania tri-state · select destinations
CLIENT TIER	Luxury wedding and event vendors at \$300k–\$1.5M annual revenue
PRICING	\$1,500 / \$2,500 / \$4,500 per month · all month-to-month
ROSTER CAP	Six archetype slots; one studio per category by design
METHODOLOGY	The Booking Magnet System™ · a five-phase protocol
PRESS CONTACT	keepingitreelco@gmail.com · replies come from a named partner

THE FOUNDERS

Two siblings. *One lens.*

ISHAAN SHARMA*Founding partner, Keeping It Reel*

Builds the brand voice, the methodology, and the operating system that runs every KIR engagement. Eight years inside the wedding industry as the producer alongside Making It Reel: the wedding content creation studio his sister Kamalika founded in 2019. Writes the journal essays, directs every Grid Read, and is the agency-side counsel to the studios KIR works with. Off-camera by deliberate design. Based in New Jersey.

KAMALIKA SHARMA*Founder, Making It Reel · On-camera direction, KIR*

Has been the lead behind Making It Reel since 2019. 200+ weddings covered across NJ, NYC, and PA. Owns the relationships with the planners, photographers, venues, and floral studios that KIR now serves. That many weddings is what taught her to read a wedding floor, knowing exactly what the planner is solving for in that minute. When KIR appears on camera, that's Kamalika.

BOILERPLATE COPY

Three lengths. *Use whichever fits.*

SHORT · 25 WORDS

*Keeping It Reel is the editorial social agency for luxury wedding studios.
Sister to Making It Reel, the wedding content creation studio.*

MEDIUM · 50 WORDS

Keeping It Reel is the editorial social agency for luxury wedding and event vendors doing \$300k-\$1.5M in annual revenue across the NJ / NYC / PA tri-state. Founded in May 2026 by sibling team Ishaan and Kamalika Sharma. Sister studio to Making It Reel: the wedding & event content creation studio that has covered 200+ weddings since 2019.

LONG · 120 WORDS

Keeping It Reel is the editorial social agency built for luxury wedding and event vendors doing \$300k-\$1.5M in annual revenue. Founded in May 2026 by sibling team Ishaan and Kamalika Sharma, KIR is the editorial sister studio to Making It Reel: the wedding & event content creation studio Kamalika has run since 2019 (200+ weddings covered).

Every KIR engagement runs on a proprietary five-phase methodology called The Booking Magnet System™. The roster is capped at six archetype slots; one studio per category by design. Clients leave with a brand asset library they own forever (a voice canon, a content calendar, a hook library, and reel templates), even if they ever leave KIR. Pricing is \$1,500-\$4,500 per month, always month-to-month, with an optional 10% annual prepay discount.

ASSETS

What you can use.

LOGO PACK

· kir-logo.png · 1000x1000px, full-color mark on black.

Hosted at: keepingitreel.co/press · Cleared for editorial use, credit appreciated.

FOUNDER PORTRAITS

- founder-ishaan.jpg · editorial portrait, Brooklyn Bridge backdrop
- founder-kamalika.jpg · editorial portrait, Manhattan skyline backdrop

For higher-resolution editorial sittings, request via keepingitreelco@gmail.com.

PRESS CONTACT

Ishaan Sharma · Founding partner
keepingitreelco@gmail.com

A person reads it and a person replies, named in the note.

For pitch consideration, please include: outlet name, beat, deadline, and the angle you are exploring.