



ASMITA GHOSH

Chennai & Bengaluru, India
asmitaghosh18@gmail.com
www.asmitaghosh.com

SUMMARY

I am a Communications Specialist with 6 years of experience, based out of Bangalore, India who uses tools of digital media and storytelling to spark social change. I have directed 25+ national and international campaigns in my work, six of which have won awards. My interests lie in movement building in the fields of gender justice, sexual and reproductive health and rights, media representation of gender, and universal health coverage.

SKILLS

- In-depth **research** ability – created #GBVinMedia toolkit document for gender-sensitive journalism
- Incisive **writing**: long-form articles & short social media posts
- **Video editing**: Premiere Pro
- **Posters** & infographics: Canva
- **Email campaigns**: Mailchimp
- **Social media strategy & management**
- **SEO** for Wordpress
- **Grant writing**
- Creating viral content – created a **viral YouTube video** called 'Be Our Pondati' with more than **1,070,000 views** – featured by NDTV, The Hindu, Times of India, NPR, BBC, etc.

EDUCATION

M.A in English Studies (2016)
Indian Institute of Technology
Madras
CGPA – **9.03**

WORK EXPERIENCE

COMMUNICATIONS MANAGER, TRANSFORM HEALTH

DEC 2020 - PRESENT

- Developed and executed Communication Strategy, including websites, social media, internal and external communications, coalition engagement.
- Planned and executed Digital Health Week, an annual global moment for digital health – including comms, event logistics, outreach & participation
- Led comms strategy for the global campaign #MyDataOurHealth, including developing key messaging, communication assets, TikTok filters etc.

CAMPAIGN LEAD, FEMINISM IN INDIA

JAN 2017 - APR 2020

- Helped build one of **India's biggest digital platforms**.
- Strategised & implemented **20+ digital advocacy campaigns** on feminist issues like safe abortion, consent, trans rights etc.
- **Created social media content** and **engagement plans**.

FREELANCE COMMUNICATIONS CONSULTANT

APR 2020 - JUL 2021 | SELECT PROJECTS:

- **Point of View (3 mos)** – led #EqualOnline campaign on digital rights and freedoms of women & marginalised genders for POV.
- **Oxfam India (4 mos)** – led #EmpowermentNotAge campaign on early marriage in India – digital advocacy, partnership building.
- **World YWCA** – improved Social Media & Impact strategy and editorial & SEO guidelines, and led digital advocacy trainings.

FELLOWSHIPS & COLLECTIVES

WOMEN DELIVER YOUNG LEADER '18

- Used grant to develop #GBVinMedia Toolkit for gender-sensitive journalism, presented in 6 colleges & 5 conferences, covered by 8 media outlets

YOUTH COALITION FOR SEXUAL & REPRODUCTIVE RIGHTS

- Co-chair of the Thought Leadership Working Group focusing on knowledge creation and international advocacy.

SELECT CONFERENCES/TALKS

- #GBVinMedia: Masterclass on gender-sensitive journalism – Aug 2019
The Media Rumble by **NewsLaundry**
- **Women Deliver** 2019 Conference, Vancouver Jun 2019
- 'How To Combat Trolling' – My Troll, Our Troll National Conference Nov 2018
by **Internet Democracy Project**, New Delhi
- 'How Do Women With Disabilities Experience The Internet' – Nov 2018
Moderator, **DEF Summit**, New Delhi