



ASMITA GHOSH

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SUMMARY

I am a Communications Specialist with 4 years of experience, based out of Bangalore, India who uses tools of digital media and storytelling to spark social change and carry out feminist advocacy. I am the former Campaign Lead at *Feminism in India*, a Women Deliver Young Leader and a member of Youth Coalition, working for sexual & reproductive health & rights advocacy.

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 website, Communication Strategy and social media assets
- Planned and executed inaugural Digital Health Week, a global moment for digital health – including website, outreach & participation

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 - PRESENT | 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

- Accepted out of 3000 applicants, received two small grants
- Created #GBVinMedia Toolkit for gender-sensitive journalism, presented to 6 colleges, covered by 8 media outlets, talked in 5 conferences

YOUTH COALITION FOR SEXUAL & REPRODUCTIVE RIGHTS

- Co-chair of the Thought Leadership Working Group that focusses 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 Nov 2018
Conference by **Internet Democracy Project**, New Delhi
- 'How Do Women With Disabilities Experience The Internet' – Nov 2018
Moderator, **DEF Summit**, New Delhi