

# ASMITA GHOSH

COMMUNICATIONS, CAMPAIGNS AND DIGITAL ADVOCACY FOR SOCIAL JUSTICE

## ABOUT

I am a Communications Specialist with 7 years of experience, based in New York, focused on creating stories and systems that foster community and shape public understanding. I have directed 25+ national and international advocacy campaigns, of which five have won awards. I care about building movements for social justice and digital equity. View samples of my work on [my website](#).

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🌐 [www.asmitaghosh.com](http://www.asmitaghosh.com)

## EDUCATION

### MA in English Studies (2016)

- Indian Institute of Technology Madras, India
- CGPA – 9.03 / 10

### MS in Media Management (2025)

- School of Public Engagement, The New School, New York
- GPA - 3.83 / 4

## SKILLS

- Communication strategy
- Campaign strategy
- Project management
- Budget management
- Virtual conference and event management
- Social media strategy, management & analytics
- In-depth research
- Incisive writing: long-form articles & short social posts
- Design: Canva
- Email marketing: Mailchimp and Salesforce Email
- Website management and SEO: Wordpress
- Grant and report writing

## WORK EXPERIENCE

### Communications Director, NTEN

July 2024 - present

- Developing and executing communication strategy, managing organization website (Wordpress) and social media (LinkedIn) and email marketing (Salesforce Account Engagement), online events.
- Supporting community engagement and internal communications.
- Leading NTC conference communications and marketing.

### Communications Manager, Transform Health

Dec 2020 - May 2023

- Led communications for global advocacy coalition, developing Communication Strategy, key messaging, managing websites, social media, global advocacy campaigns, and partnership engagement.
- Planned and executed end-to-end operations of [Digital Health Week](#), an annual global week of action for digital health – including strategy, event operations, marketing and impact reporting.

### Campaign Lead, Feminism in India

Jan 2017 - Apr 2020

- Helped build one of India's largest digital platforms.
- Strategised & implemented 20+ digital advocacy campaigns in partnerships with NGOs on feminist issues like safe abortion, gender-based violence, biased media representation etc.

### Freelance Communications Consultant

Apr 2020 - Jul 2021

- Point of View** (3 mos) – led [#EqualOnline campaign](#) on digital rights and data privacy of women & marginalised genders.
- Oxfam India** (4 mos) – led [#EmpowermentNotAge campaign](#) on early marriage in India – digital advocacy, partnership building.
- World YWCA** (2 mos) – improved Social Media & Impact strategy and editorial & SEO guidelines, and led digital advocacy trainings.

## AWARDS

### Five Social Media 4 Empowerment Awards by the DEF Foundation for campaigns that I led.

In [2021](#), for Abortion Mera Haq and GBV in Media (2)

In [2019](#) for Unstereotype Cinema and Indian Women in History (2)

In [2017](#) for Digital Hifazat (1)

## FELLOWSHIPS & COLLECTIVES

### Women Deliver Young Leader + Grantee - 2018

- Received grant to create [#GBVinMedia Toolkit for gender-sensitive journalism](#). My work has resulted in shifting media coverage of rape in India as seen in at least 8 news publications since release.

### Youth Coalition for Sexual and Reproductive Rights - 2019-2021

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