
Rashmika Majumdar

Content Marketing & Communications

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SUMMARY

I'm a results-driven content writer with 8+ years of experience turning complex ideas into clear, impactful content. I've created high-engagement copy for B2B tech, SaaS, non-profits, and public health, across websites, blogs, video scripts, and social media. I specialize in making technical and mission-driven content approachable, with a strong focus on brand voice and audience needs.

PROFESSIONAL EXPERIENCE

Senior Executive – Marketing | Aspire Systems

December 2021 – March 2025

- Created impactful B2B content across Retail, BFSI, and SaaS industries to drive brand engagement and lead generation.
- Wrote high-converting copy for blogs, ads, videos, email campaigns, social media, and websites with a strong brand voice.
- Translated complex tech solutions (e.g., Oracle SaaS, AI) into clear, engaging narratives for decision-makers.
- Produced video scripts and visually compelling social media assets like carousels and infographics.
- Leveraged AI tools to boost content production speed by 80% while ensuring SEO and editorial quality.

Senior Media and Communications Associate

REACH | Chennai, Tamil Nadu | Oct 2019 – Dec 2021

- Created high-quality content including reports, project briefs, press releases, success stories, and newsletters for diverse public health audiences.
- Translated complex health and social issues into accessible narratives for policymakers, donors, and the public.
- Collaborated with design and media partners to produce compelling content and visual assets for advocacy and donor communications.

Copy Editor & Correspondent

The Times of India | Chennai, Tamil Nadu | Jun 2016 – Oct 2018

- Edited and authored high-visibility articles for national publications, contributing to digital and print newsrooms.
- Collaborated with editorial teams to create timely, high-impact content under tight deadlines.

Skills

- I craft clear, strategic narratives that align with brand voice and engage diverse audiences.
- I write across formats—blogs, ad copy, scripts, press releases—with versatility and impact.
- I simplify complex topics, from tech to public health, into content that's easy to understand and compelling to read.

EDUCATION

Postgraduate Diploma in Journalism | Asian College of Journalism, Chennai | 2016

Bachelor of Arts in Journalism & Communications | Manipal University, Manipal | 2014

Certificate in copywriting | Skillnation | 2022

PORTFOLIO

https://drive.google.com/drive/folders/1Hk6uKxdGHZlJSOBjRouhRgMCx-HVXFcE?usp=drive_link