
Rashmika Majumdar

Senior Executive, Marketing & Communications

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SUMMARY

I am a dynamic communications professional with over 9 years of experience in content creation, brand positioning, and stakeholder management. Skilled in executing communication strategies, crafting communication plans, and driving high-impact content for diverse audiences.

PROFESSIONAL EXPERIENCE

Senior Strategist - Communications & Content Marketing

Aspire Systems | Chennai, Tamil Nadu | Dec 2021 – March 2025

- Created SEO-optimized content across diverse industries and audiences.
- Developed and executed communications strategies for digital transformation services, with a focus on retail consulting and Oracle SaaS solutions.
- Created impactful content for case studies, blogs, and reports, driving brand positioning in the APAC, US and UK market.
- Conducted in-depth topic research via stakeholder interviews and competitive analysis
- Managed stakeholder relationships, engaging with clients and decision-makers across APAC and US regions.
- Led thought leadership initiatives through LinkedIn Pulse articles, and social media posts.

Senior Media and Communications Associate

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

- Led comprehensive media and communications strategies for various philanthropic and public health initiatives.
- Developed high-quality content for a range of platforms, including reports, project briefs, press releases, and digital media assets.
- Coordinated multi-stakeholder communications involving government bodies, civil society organizations, international donors, and affected communities.
- Organized and managed 5 fellowship programmes and 1 award function with journalists and advocacy campaigns, boosting organizational visibility and engagement.

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- Facilitated fellowship programmes with over 150 regional language journalists, enabling them to produce 450 news and feature stories on TB and NCDs.
 - Managed external communication partners/vendors, including design and filmmaking agencies, to create compelling narratives and visual assets.
 - Produced success stories, case studies, and newsletters that highlighted REACH's impact, increasing donor engagement and funding opportunities that impacted over 500 TB survivors across India.
 - Played a key role in managing crisis communications and reputation safeguarding during sensitive public health issues such as COVID-19.

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.
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Skills

- **Communications Strategy:** Developing and executing communications plans aligned with organizational goals.
- **Content Creation:** Producing compelling blogs, case studies, videos, ad copies, and other digital media assets.
- **Stakeholder Engagement:** Collaborating with diverse international partners and decision-makers.
- **Event Management:** Organizing large-scale public advocacy and communications events, such as awards, fellowship programme meetings
- **Languages:** Fluent in English and Hindi; familiar with Asian languages such as Bangla and Tamil.

EDUCATION

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

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

Certification in Content Marketing | Hubspot Academy

PORTFOLIO

https://docs.google.com/document/d/16J_XZ2xtp3LS4_SMW8-XIkE60sTNHgMJjEb9Pi_pkoqU/edit?usp=sharing