



JASMITA SHAH ● CONTENT WRITING & BRAND STRATEGY

*Writing*

# PORTFOLIO

# ABOUT ME

India's culture, faith, festivals, community, food, music and folklore are evidence of how strong, consistent branding creates a global curiosity. For centuries, India has been home to stories that everyone wants a piece of. I fell prey to this branding at a very young age. Raised in a small, crowded Indian town, where everyone knows everyone, there were interesting characters on every crossroad to base my next story on. Thus began my journey with words. I bare my soul to the world through storytelling. Stemming from my love for writing, I have a consistently growing interest in and experience with creative writing, scriptwriting, copywriting, and ghostwriting on diverse subjects. As a true Gen Z, I find the world of social media enthralling. I have led projects in content curation and strategised social media campaigns for platforms like Instagram, Twitter and LinkedIn. Interested in brand positioning and messaging, I believe brands have a distinct personality that needs to be communicated to consumers. I see the personality in brands and products, and perceive emotions. Words hold power, and my goal is to harness that power to create art that reaches the reader's heart. In this fast-paced consumer culture, ten brands sell the same thing. I can help your brand be the best choice because of the story it tells and the values it stands for!

## MY BLOG

I have been writing on my blog for 4 years now, with an annual readership of 3000. My blog is a window to my soul where I journal my journey as a global citizen, a nomad of sorts.

"They first tell me my body is a temple:  
pure and serene  
Then it becomes the family's treasure:  
respected, protected and full of honour  
I am then a vessel to carry forward humanity:  
sexual but only for the man who won me, supreme but  
only enough to bear a child  
And now you tell me that my body is a museum."  
-from Men, Women, History and Museums

Are you European because your country is in the union?  
Or because on the map, your country is marked on the continent? Or because you feel like you belong there? Or is being European a sentimental feeling?

These are questions I can objectively look at and discuss for hours because I will never be European. My skin is a shade too dark, and my *desi* accent is a tad too thick. My sense of self is too deeply rooted in the smell of *Chandan* in temples and in the proper enunciation of Hindi words, in my mother's sarees and in my *shudh ghee ka tadka*.

-from Europe and the Outsiders

So perhaps my purpose in this life is to find out what matters the most:  
This idea of "me" I keep chasing, or the comfort of "we" that keeps calling me home  
I hope I find a sweet spot in between  
And oh, what a privilege to have the time and resources to spend my life finding answers to such existential questions and not fundamental ones like  
Will my house be bombed tonight? Is there enough food to feed my family this week? Do I have autonomy over my body, and can I get a driver's license?  
Oh, what a time and space to be a woman!  
-from To be 22 and Privileged

 Chitra B. Divakaruni  @cdivakar... · 1h ...  
Thank you for your strong, honest & touching blog post on StillWondering. **#AmritaPritam** is so powerful. I am inspired by her and hope many other women will be, too. Yes, our bodies hold many stories. Especially during **#Partition** this was a sad truth. **#Independence**.

 Jasmita Shah @jasmitashah\_ · 15h  
Only a @cdivakaruni 's piece of art can give you chills even before the preface. What a quote to begin with! What an absolute creative mastermind!

[stillwondering10.wordpress.com/2023/01/04/men...](http://stillwondering10.wordpress.com/2023/01/04/men...)

I am obsessed with both, the evergreen Pritam and the legend Divakaruni.

# SKILLS AND SERVICES

## Content writing:

### I. Ghost Writing to build the Client's Personal Brand and create backlinks for SEO

“Some leaders are willing to make things right no matter the cost. When Starbucks received terrible press after a staff member had two Black men arrested for simply meeting in one of the chain’s cafés, chairman Howard Schultz closed 8,000 locations for one day so that all employees could participate in racial-bias training. “It will cost millions of dollars,” he said, “but I’ve always viewed this and things like this as not an expense, but an investment in our people and our company. And we’re better than this.” This responsible, compassionate act did Starbucks credit in the long run.”

-from 5 Lessons to Learn From Famous Corporate Crises for Worth

“Your success is now more contingent than ever on what is said (and not said), on the internet. Naturally, search results with disparaging content related to your brand that come up when you are Googled are damaging. Therefore, maintaining a positive and representative online presence is vital and directly correlates to your opportunity set. Conversely, having a clean reputation but not reaching your supposed core audience is also not ideal. In today’s time, when people can Google practically anything, you need to be sure that you secure your brand everywhere. Improving your reputation will not just ensure growth but also undoubtedly expand your future opportunities for attaining it.”

-from Sameer Somal for Natfluence

### II. Creative Writing for Company Blogs

“Society has pitted women against each other in a caustic and blinding manner. For so long, it has been a man’s world so much that once a woman breaks through patriarchal boundaries and ascends to the top, she finds herself alone. When another woman comes close, she believes that her position is threatened, but we overlook the fact that there is room for more than one. We must intentionally create room for more women at the top.”

-from 5 Things Women Have Normalised for Girl Power Talk

“Yes, I was grieving after losing my son, but I quickly realised after Jesse’s death that I did not want my story to be one of only sorrow and pain. So I found the courage to forgive my son’s murderer and to start Choose Love. I remember praying, “Dear God, please use the boys and I as instruments of your peace,” every night. When this happened, I realised that God had heard me. Jesse was a hero; he had helped save nine lives before he lost his own! And even though he was gone, he led me to my life’s purpose. The Choose Love movement is based on my heroic son’s message to me on our kitchen chalkboard that he wrote shortly before he died: Nurturing Healing Love. We derived the Choose Love Formula from this. This is my purpose.”

-from Scarlett Lewis’ Choose Love Movement for Girl Power Talk

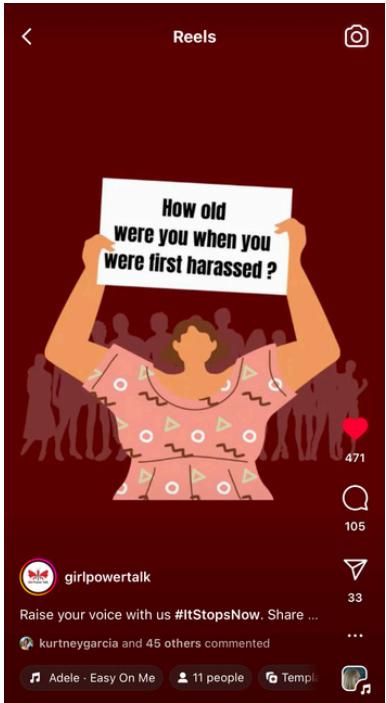
“Human beings are too complex. We think one way and act another. There is often inconsistency between how we feel we should act and how we act. This distance between the ideal state of things and the current state creates dissonance.

Ad campaigns for Tata Salt never focus on the product. Instead, they focus on their catchphrase- Desh ka Namak. All their adverts follow a storyline that appeals to the ‘Indianness’ in each viewer. The brand creates dissonance in the minds of viewers who identify with the said values and still don’t use Tata Salt.”

-from How Brands use Dissonance Effect to gain Customers for Inhouse Advertising

## Social Media Content Strategy:

I. Girl Power Talk is a social enterprise with a strong feminist online presence. I led their social media team, and with the help of computational research and paid promotions, boosted Instagram followership from 17.1K to 33K in 5 months. I also planned and executed the launch of the company podcast- PowerPod to discuss women's issues.



Storytelling through Instagram Reel

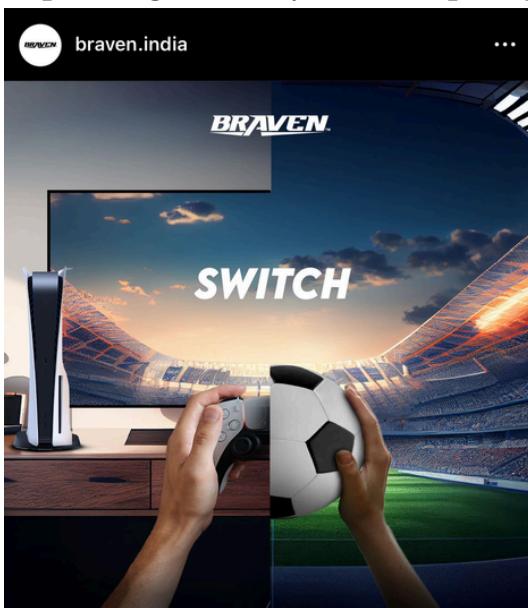


Normalising Menstruation Podcast on YouTube

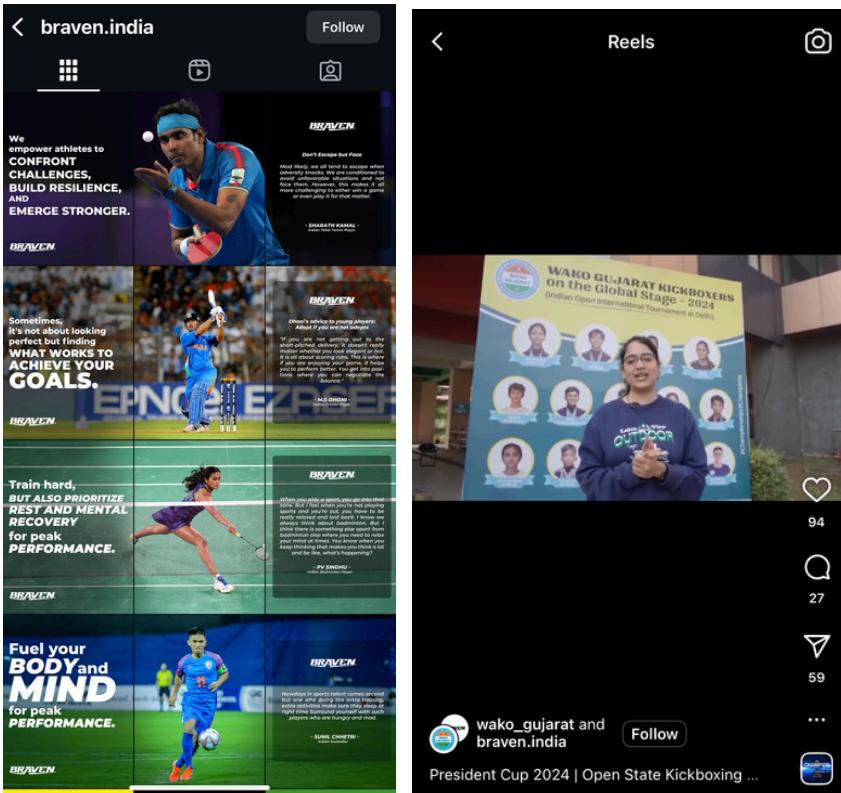


LinkedIn Event Marketing.

II. Braven is a sports equipment brand, empowering young sportsmen on a local level to train and compete in nationals. During my time at Inhouse Advertising, we onboarded this client, intending to launch the brand on Instagram and improve brand visibility. I led the research and planning team. Our strategy was to create anticipation through minimal branding and simple design. This was followed by brand introduction visuals. After gaining a followership, the true vision and mission of the brand would be announced. The client's social media marketing budget was limited, thus we decided to focus our resources on visuals, motion graphics and self-shot videos of the sportsmen's experiences. Hashtags, content calendars and collaboration with sportsmen with a good followership were our strategy for improving visibility without paid promotions.



# OTHER WORK



Mohanlal Tea is an FMCG brand retailing Indian tea leaves for over 5 decades. Their brief for the team was to make the brand relatable to the youth. Thus, we started posting pop-culture relevant memes and graphics regarding the current events on Instagram.

For Lilleria's new apartment building launch, we created a multi platform campaign, including billboards, social media, radio and newspaper, with a consistent tagline to improve recognition and recall.



While my internship ended before our strategy with Braven reached full execution, their social media reflects the ideas and mockups I worked on. Brand colours, fonts, consistent posting, and mindfully curated content that stays true to the brand voice and does not look like jumping on the trends bandwagon were of utmost importance for this social media strategy's success.

