



● JASMITA SHAH 2021-2025

● CONTENT WRITING & BRAND STRATEGY

Writing

PORTFOLIO →

ABOUT ME

I turn cultural tension into stories people actually want to share.

When one grows up around folklore, mythology and colonial history, one is likely to become a storyteller unconsciously. My whole world exists in characters, plot twists, ethos and heroic arcs. I bare my soul to the world through storytelling. Words hold power, and my goal is to harness that power to create art that reaches the reader's heart.

I'm a copywriter-turned-strategist with 4+ years of experience in writing, branding and social media strategy. Taking from my roots in India and time in the Netherlands, my work is rooted in cross-cultural storytelling. I believe brands have a distinct personality that needs to be communicated to consumers. I identify said personalities and perceive emotions. 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!

What I do best-

- Brand strategy and insight building
- Content writing and ghostwriting
- Transmedia storytelling
- Cultural research and cross-cultural analysis
- Narrative structuring and deck-building

Why you need me-

- Deep understanding of cultural nuances
- Emotionally intelligent messaging
- Readable and relatable voice
- Peak interest in global trends and local identity
- Consistent solution-oriented mindset

MY BLOG

My mind dump journal is accessible to anyone on the internet. I write about expat life, multicultural identity, Indian mythology, colonialism, self-expression, love, grief and mental health. It is a mix of fiction and anecdotes, all drawn from personal experiences or eavesdropping.

Some writing that sounds like my life:

- [Doc Martens equals Revolution](#) on consumer psychology and marketing gimmicks
- [Chai Lattes](#) on appropriation v/s appreciation
- [Men, Women, Museums and History](#) on feminism, body politics, history

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

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

SKILLS AND SERVICES

Girl Power Talk

Problem: Faster Instagram growth, higher visibility, and stronger community engagement. Finding the brand voice.

Industry: Social Enterprise /Feminist Media /Digital Publishing

Role: Social Media Strategist and Team Lead

Insight: People do not follow feminist platforms for information; they follow for identity, community, and representation.

Strategy: Build a brand image rooted in shareable storytelling. Use consistent colours, themes, real-life events and emotions to create a connection. Mix of emotional hooks, community-first copy, feminist outrage, and platform-native formats like Reels.

Execution:

- Built weekly content calendars and narrative pillars
- Developed storytelling formats optimised for Instagram Reels
- Used computational research and performance-based iteration
- Supported and executed the launch strategy for the PowerPod podcast
- Created multimedia campaigns including long-format blogs, podcasts, YouTube videos, LinkedIn posts and Instagram Reels
- Crafted copy that balanced empowerment with relatability

Result:

- Grew Instagram from 17.1K → 33K followers in 5 months
- Strengthened audience engagement through consistent tone, relatable hooks and trending themes



Instagram Reel



Long-form Blogs



LinkedIn Posts



Podcast on YouTube/ Spotify

Blue Ocean Global Technology

Problem: They needed high-quality written content that could strengthen the brand and its clients' credibility, and improve online presence and visibility.

Industry: Online Reputation Management/ Business Media

Role: Content Writer and Ghostwriter

Insight: Entrepreneurs don't build trust through industry jargon and statistics; they build it through personal stories: challenges, turning points, failures, reinvention, and vision.

Strategy: Create long-form cover-story style pieces that combine personal storytelling with professional credibility. Interview clients to decode their story. Write in a voice that feels authentic to each entrepreneur while keeping the content structured, persuasive, and SEO-friendly.

Execution:

- Ghostwrote leadership articles to strengthen personal branding
- Wrote cover-story style features on entrepreneurs and business leaders
- Developed narrative-driven profiles focusing on origin stories, values, and vision
- Produced SEO-conscious writing while maintaining emotional readability for journals, blogs, personal websites, Quora, LinkedIn and Instagram.
- Worked across diverse themes: reputation, crisis communication, leadership, branding, and digital identity

Result:

- Produced multiple long-form articles designed to improve online authority and visibility
- Developed strong adaptability in writing across industries, tones, and client personas

“Some leaders are willing to make things right no matter the cost.”

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

“In today's time, when people can Google practically anything, you need to be sure that you secure your brand everywhere.” *-from Sameer Somal for Natfluence*

“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.”

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

Braven India

Problem: Braven was a new sports equipment brand with a limited budget and no existing Instagram presence. The goal was to build credibility and visibility.

Industry: Sports/ Youth Empowerment

Role: Research and Strategy Lead (Inhouse Advertising)

Insight: Sports enthusiasts and athletes connect with themes like ambition, hard work, discipline, and local pride over product-specific themes like durability.

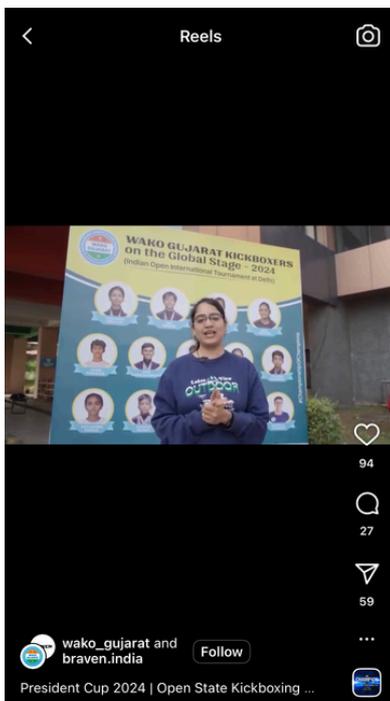
Strategy: Build anticipation before introducing the full brand story. Use minimal branding early, establish visual consistency first, and reveal mission and identity once a community starts forming. Focus on storytelling and community-building over product placement initially.

Execution:

- Led research with SWOT and competitive analysis
- Created a phased launch roadmap for Instagram
- Strategised initial visuals, brand tone and created messaging guidelines
- Proposed local, sponsored athlete-driven content to maximise reach without paid promotions
- Recommended motion graphics and self-shot athlete videos to keep content real and cost-effective

Result:

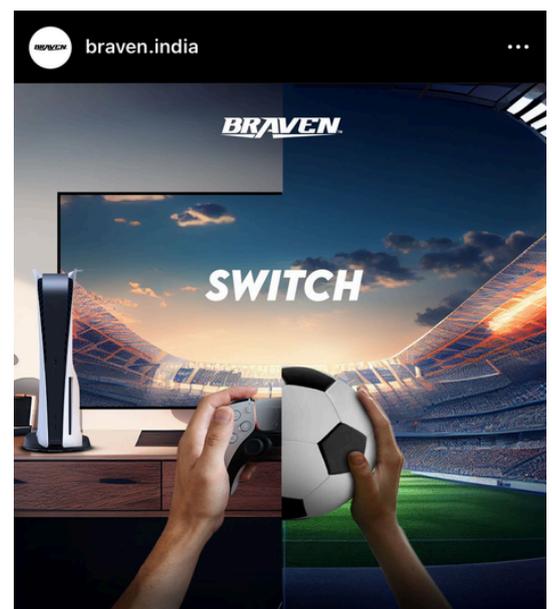
- Developed a full launch strategy and brand storytelling framework
- Although the internship ended before full execution, the brand's Instagram reflects the foundations: consistent tone, visual identity, and non-trend-chasing content style



Content featuring local athletes to evoke local pride and community-spirit



Visuals of national athletes to evoke sportsmanship



AI generated visuals before launch to create anticipation

Lilleria Groups

Problem: Lilleria needed to launch a new apartment building across online and offline platforms with strong lifestyle messaging leading to quick conversion.

Industry: Real-Estate

Role: Strategy and Copywriting Lead (Inhouse Advertising)

Insight: Real estate campaigns often sound interchangeable. Aspirational and emotional messaging overpowers the expensive investment as consumers start to believe this is a necessity for an improved lifestyle and status.

Strategy: Build a unified campaign message with a strong, repeatable tagline that creates familiarity and recall across multiple platforms.

Execution:

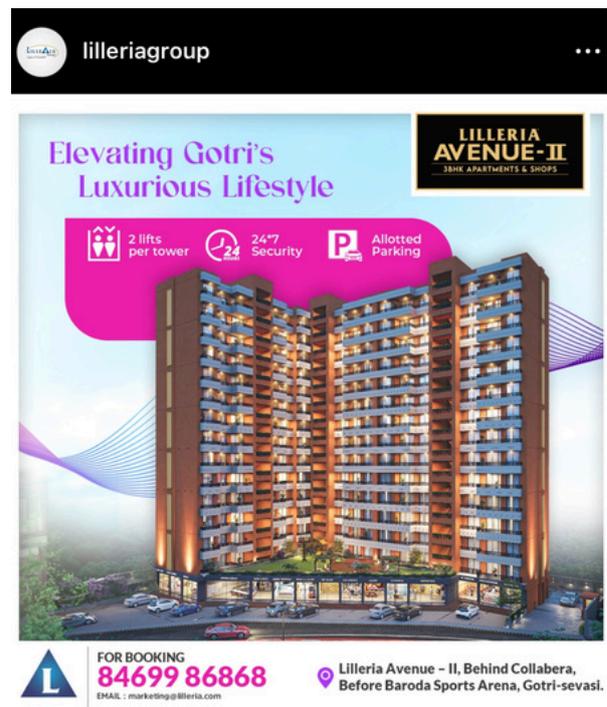
- Strategised campaign themes, visuals, messaging and pipelines
- Contributed to copy development
- Supported multi-platform consistency across billboards, social media, radio and newspaper ads

Result:

- Delivered a cohesive pitch and campaign structure across platforms
- Strengthened brand recall through consistent tagline use and integrated messaging



City-wide billboards



Instagram and Facebook posts

Durex (Concept Campaign)

Problem: The course assignment was to choose an environmental concern and create an ad campaign for it.

Industry: FMCG (CSR Project)

Role: Strategy, Copywriting and Campaign Design

Insight: Sustainability campaigns often rely on guilt and fear, which leads to audience fatigue. Humour can create discomfort playfully. A cheeky tone can deliver a serious message more effectively.

Strategy: First, the aim was to choose a brand that one wouldn't necessarily think of in a sustainability context to grab attention. Non-biodegradable condoms are a threat to the environment, and many sustainable condoms are available in the market. However, Durex is a globally known and trusted brand, thus consumers are likely to try a non-latex condom if Durex makes it. Use Durex's bold brand personality, colours and voice to turn environmental responsibility into a sharp, memorable cultural statement. The consistency in visuals but unexpected messaging increases credibility and recall.

Execution:

- Developed the campaign concept and core message
- Created copy aligned with Durex's tone of voice
- Built a creative that balanced humour with urgency

Result:

- Successfully reframed an environmental issue through entertainment-driven storytelling
- Also, subtle flex- got the highest grade.



Instagram post mockup



● JASMITA SHAH

GUJARAT, INDIA | ROTTERDAM, NETHERLANDS

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jasmitashah.com