

Aashna Malpani

San Francisco • 310-743-5180 • aashna.malpani@gmail.com • linkedin.com/in/aashna-malpani-18251285 • aashnamalpani.com

Director of Content Strategy

A swiss-knife with over 10 years of experience in communication strategy and video production. I build dynamic teams and thrive in high-pressure situations. I'm known for being an innovative problem-solver with a gift for influencing stakeholders. My experience in B2B, B2C and D2C content, and leadership mindset make me the best head for many hats.

SKILLS

Technical Skills: Adobe Suite, AI Tools for Video Editing, Analytics, Asana, Asset Management, Blogging, Canva, Capsule, Creative Development, Digital Marketing, Editing, Figma, Marketing Automation, Photoshop, Strategic Brief Writing, Storyboarding

Soft Skills: Attention to Detail, Audience Engagement, Budget Management, Client Relationships, Contract Negotiation, Deadline Management, Independent Creative, Leadership, Planning, Proactive, Results Driven, Scoping, Visual Design

Languages: Bengali, Gujarati, Hindi, Punjabi

WORK EXPERIENCE

Confluent • Mountain View

2022 - 2024

Creative Producer And Content Strategist • Full-Time

- Led cross-functional communication for the video team, working closely with C-suite to develop end-to-end processes for producing high-profile quarterly earnings calls, including crisis and contingency planning.
- Led the team's first-ever video marketing strategy, getting buy-ins from senior executives. Worked internally with multiple teams to build funnel-focused engagement solutions.
- Produced 10 live-action video projects monthly (keynote projects, customer testimonials, educational and social content), managing partnerships across departments to ensure consistent messaging.
- Led customer acquisition experiments, collaborating with senior executives to develop strategic A/B testing methods for email marketing, contributing to a 30% increase in lead generation.
- Led international productions; chief liaison between internal and external teams. Executed a road-blocked ad campaign with India's premier cricket team within three weeks, resulting in one of our most high-profile shoots.

Misk Foundation • San Francisco, New York City

2022 - 2022

Director Of Content Production • Contractor

- Brainstormed and wrote over 16 hours of original, MasterClass-style scripts for high-profile entrepreneurs, resulting in compelling educational content that reached a global audience.
- Built and managed a team of writers, researchers, and curriculum developers, ensuring timely delivery of 4 in-depth entrepreneurship courses in under 3 months.
- Developed detailed storyboards, strategic briefs, and pitch decks to successfully get buy-ins from multiple stakeholders for my team's ideas and direction.

MasterClass • San Francisco

2021 - 2022

Associate Editor • Full-Time

- Drove multiple editorial projects simultaneously. Worked on tight deadlines and wrote on fashion, technology, music.
- Led internal communications, collaborating with design, video, and sales to develop branded content (newsletters, tutorials, short-pieces) to drive adoption.

- Managed fact-checking and research operations, including creating an editorial and cultural sensitivity guide, ensuring alignment in messaging and communication across a variety of channels (Slack, employee communication events, web).

AJ+ (Al Jazeera) • San Francisco

2021 - 2021

Associate Producer • Contractor

- Managed the end-to-end development process of multiple projects for social channels. Led videos from pre- to post-production, conducted global interviews and engaged international audiences.
- Contributed to a new data-backed structure for measuring audience retention and engagement. Used A/B testing to boost viewership numbers and CTR by 30%.

The New York Times • California

2020 - 2020

Covid-19 Reporter • Contractor

- Produced original reporting and photos for the NYT's California Today section, provided on-the-ground Covid-19 coverage focusing on essential workers and the community.
- Evaluated California's Covid-19 response by fact-checking data, enhancing reporting accuracy and credibility.

Asia Media International

2017 - 2019

Managing Editor/Senior Writer • Contractor

- Wrote, produced and hosted the 'All Media Asia' podcast, and developed content strategies resulting in a 20% increase in audience reach, boosting brand visibility within the first quarter.
- Built and executed the content calendar and budget for 20+ writers and video creators, enhancing project delivery efficiency by close to 2x its capacity, while staying under budget, within 6 months.

EDUCATION

Loyola Marymount University • Bachelor Of Arts In English, Journalism

University Of California, Berkeley • Master Of Journalism In Video Production

AWARDS & SCHOLARSHIPS

Above And Beyond Award (Confluent)

Award For Exceptional Reporting (UC Berkeley)

Pacific Century Institute Fellowship

South Asian Journalists Association Fellowship

Loyola Marymount University Writing Award

Arrupe Scholarship

CERTIFICATIONS

AI Boost For Professional Communicators And Marketers

2023

The Upgrade

VOLUNTEERING & LEADERSHIP

San Francisco Suicide Prevention

Crisis Counselor

Asian American Journalists Association

UC Berkeley Chapter Chair

Univeristy Of California, Berkeley

International Student Affairs Chair

Back Pocket Media

Speaker