

Aashna Malpani

310-743-5180 | aashna.malpani@gmail.com | [linkedin.com/in/aashnamalpani](https://www.linkedin.com/in/aashnamalpani) | aashnamalpani.com

Senior Copywriter & Creative Strategist

Performance-minded copywriter and content strategist with 10+ years writing multi-format creative, including campaign copy, video scripts, landing pages, email sequences, marketing campaign analytics and editorial for high-trust brands in CX, health, and technology. I build AI-enabled content systems that scale creative output at speed, and I bring a journalist's instinct for narrative, audience empathy, and craft to every piece. Deep comfort with performance data as both a guide and inspiration for what to make next.

WORK EXPERIENCE

Gladly | San Francisco

June 2025 – Present

Content Marketing Strategist, Videographer & Copywriter

- Scaled creative output from 32 assets/quarter to 500+ across blog, social, landing page, and email formats, achieving a 25% organic CTR lift, by building AI-powered content workflows
- Wrote and optimized landing page copy, email sequences, and campaign messaging that drove 60% conversion improvements across paid and organic channels
- Eliminated \$500K in annual agency spend by owning end-to-end podcast and in-house video publishing operations, building scalable content systems including editorial templates, and brand-voice guidelines
- Crafted executive talk tracks and project briefings for the CEO and ELT, reinforcing strategic positioning and ensuring consistent messaging across all customer-facing touchpoints
- Increased campaign engagement by ~15% by identifying under-penetrated customer segments and launching dedicated messaging in partnership with product, marketing, and sales

Confluent | Mountain View

December 2022 – August 2024

Creative Video Producer & Copywriter

- Architected social-first video content strategy that increased average video views 20x and drove 40% follower growth over 6 months through consistent, platform-native creative
- Concepted and scripted video ads, social content, and campaign copy, collaborating with motion designers, editors, and producers to deliver high-quality assets balancing brand with performance goals
- Developed creator content program partnering with technical influencers and internal advocates to produce authentic, community-driven content across social channels
- Applied A/B testing insights to email outreaches, improving content performance by 30% higher CTR and viewership

MISK Foundation | San Francisco, Saudi Arabia

July 2022 – October 2022

(Contract) Lead Creator and Chief Scriptwriter

- Developed, wrote and edited a mini-series for celebrity leaders and founder, translating complex psychological and leadership concepts into accessible, audience-first narratives
- Doubled pre-production output in one month by building and leading a five-person content team

MasterClass | San Francisco

September 2021 – July 2022

Associate Editor

Al Jazeera | San Francisco & D.C.

2021

Social-first Video Journalist

The New York Times | San Francisco

2020

Photographer and Covid-19 Reporter

EDUCATION

University of California, Berkeley | Master of Journalism, Video Production

Loyola Marymount University | Bachelor of Arts in English, Journalism

SKILLS

Copywriting & Creative: Paid Media Copywriting, Video-First Ad Concepting, Landing Page Copy, Email Sequences, Campaign Messaging, Social-First Creative, Brand Voice & Tone, Editorial Strategy, Performance-Informed Creative, A/B Testing & Optimization

Tools & Platforms: Claude & Claude Code (AI Workflow Automation), Figma, GA4, Premiere Pro, After Effects, LLM Prompt Engineering, SEO, Metadata Optimization, CMS Systems

Strategy & Process: Content Systems at Scale, Cross-Functional Collaboration (Art, Production, Growth, Engineering), Shoot Planning & Production, Creator/Influencer Programs, Audience & Performance Analysis

AWARDS & RECOGNITION

- Above and Beyond Award (Confluent)
- Award for Exceptional Reporting (UC Berkeley)
- Pacific Century Institute Fellowship
- South Asian Journalists Association Fellowship