

AASHI GUPTA

Communications & Marketing Professional

With 10+ years across communications, digital marketing and storytelling, my work has focused on building engagement, trust and connection through clear, audience-led content and strategic communications. In my current role at Mary Potter Hospice, lead website content, social media, digital fundraising campaigns, email marketing, media communications and storytelling that connect patients, whānau, donors, volunteers and the wider community. Experienced managing WordPress, Raisely, Pardot, Meta platforms and digital content governance while working closely with clinical, fundraising, education, retail and leadership teams to deliver accessible, audience-focused communications.

My experience spans communications strategy, digital marketing, media relations, brand management, social media, campaign delivery and website content with a strong track record of managing multiple priorities in small, purpose-driven organisations. I bring a proactive, solutions-focused approach and a genuine passion for helping organisations tell their stories with consistency, heart and impact.

EXPERIENCE

Marketing & Communication Specialist

Mary Potter Hospice | Wellington (on-site)

Aug 2024 - Present

- Digital content & website management: Lead the development, publishing and governance of website content using WordPress, HTML and CMS best practice. Create and maintain campaign pages, service information and digital resources, ensuring content is accessible, user-focused, SEO optimised and aligned with brand standards.
- Content creation & storytelling: Develop engaging digital content across website, social media, email, media and publications by working alongside fundraising, retail, education, volunteers, clinical teams and leadership. Translate sensitive healthcare information into clear, compassionate and audience-centred stories featuring patients, whānau, staff and community partners.
- Digital campaigns & email marketing: Deliver integrated digital campaigns across website, social media, Raisely and Pardot, supporting major fundraising appeals, awareness campaigns, retail promotions and community initiatives. Manage content planning, audience segmentation, supporter journeys, campaign setup, testing and optimisation.
- Social media & multimedia: Plan, write and publish content across Facebook, Instagram and LinkedIn, coordinating photography, video, graphic design and creative assets with internal stakeholders and external agencies to strengthen community engagement and organisational visibility.



CONTACT



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New Zealand Resident



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Brooklyn, Wellington



Availability 4 Weeks

- Media, communications & stakeholder engagement: Write media releases, website articles, newsletters and organisational communications while serving as the key liaison for media contacts, creative suppliers and digital platform providers. Partner with fundraising, donor care, volunteers, education, retail, clinical services and executive leadership to deliver consistent, high-quality communications.
- Digital optimisation & analytics: Monitor and evaluate digital performance using GA4, Meta Insights and Google Search Console, preparing reports and recommendations that improve website performance, content effectiveness, user experience and campaign outcomes.

Achievements:

- Supported the successful delivery of Mary Potter Hospice's Street Appeal, contributing to more than \$120,000 raised for hospice care.
- Managed over \$35,000 in annual digital advertising, radio and supplier investment while coordinating external agencies to deliver integrated marketing campaigns.
- Produced annual digital reporting using GA4, Meta Insights and Google Search Console to inform strategic content and campaign decisions.
- Led website improvements including accessibility, SEO optimisation, HTML updates and user journey enhancements across key public-facing pages.
- Developed compelling digital stories featuring patients, whānau, volunteers and clinical teams, strengthening engagement across website, social media and email channels.

Marketing and Communication Specialist

Milestone Technologies Inc. | USA (Remote)

Jun 2021 - July 2024

- Communications & brand strategy: Led integrated communications strategy across digital, social and paid channels, developing a consistent and recognisable brand voice that strengthened audience engagement and stakeholder trust across all touchpoints.
- Brand & communications transformation: Co-led an eight-month organisation-wide rebrand, delivering a new website, refreshed visual identity, brand guidelines and key messaging framework – managing stakeholder consultation, supplier relationships and cross-functional coordination throughout.
- Content strategy & communications leadership: Developed strategic messaging frameworks, communications calendars and audience-led content across key service lines, supporting thought leadership, campaign launches and stronger external visibility.

Achievements:

- Increased brand awareness by 15% and website traffic by 65%
- Led rebranding initiatives improving brand engagement by 25%
- Boosted lead generation by 10%
- Coordinated successful solution releases, resulting in a 30% increase in internal and external communication engagement

CORE CAPABILITIES

- Online content development & editing
- Raisely platform management
- Donor journeys & Pardot automation
- Campaign setup & optimisation
- Fundraising analytics & dashboards
- CMS updates & basic HTML
- Cross-team coordination (Fundraising, Donor Care, Clinical, Volunteers, Education, Health & Equity)
- Vendor & platform liaison
- User experience and content structure improvement
- Website content management & updates

Global Marketing & Operations Associate

Abbott Laboratories | USA (Remote)

Apr 2020 - Jun 2021

- Implemented digital campaigns and customized SEO/SEM strategies
- Bridged technical and non-technical teams with compelling content
- Launched and managed SEO/SEM campaigns tailored for the Indian and ANZ markets
- Partnered with sales teams to create impactful go-to-market materials, enhancing customer engagement through targeted strategies and innovative event initiatives.

Achievements:

- Enhanced brand visibility by 35%
- Increased website traffic by 85%
- Supported sales team in generating qualified leads from 127 to 389

Senior Marketing Associate

Apollo Research and Innovations | India

Oct 2016 - Apr 2020

- Led strategic initiatives including India's first Healthcare Incubator
- Organized medical hackathons and conferences
- Collaborated with the University of Leeds on educational programs
- Conceptualized marketing plans from scratch to actual delivery while maintaining the brand image
- Led the organisation's rebrand end to end, shaping the new brand identity across logo design, website redevelopment and office environment to create a more cohesive and modern brand presence.

Achievements:

- Rebranded ARI, organized impactful events and hackathons
- Introduced a series of conferences under "Not Just Meds"
- Developed a digital and social media-led Share of Voice framework to strengthen brand awareness and visibility across relevant industry channels.

Earlier Experience in Marketing, Communications & Business Development (2012 -2016)

Built foundational experience across international marketing, client engagement, brand visibility, events and communications in India and Singapore, strengthening the commercial, audience and storytelling skills that continue to shape my work in digital marketing, communications and social content today.

- Business Relationship Manager, Unistraw Holdings Pte. Ltd. | Singapore
- Senior Marketing Executive, Exotic fruit Pvt. Ltd | India
- Executive International Sales & Marketing, Repro India Ltd | India

S K I L L S

- Digital marketing
- Social Media Marketing
- Brand Development
- Content strategy
- Project management
- Email and direct marketing
- Web analytics and optimization
- Customer segmentation and targeting
- Budgets and cost control
- Strategic planning
- Brand positioning
- Event Management
- Vendor Management
- Cross-functional coordination
- Stakeholder Management

Freelance Portfolio

OITL Club - Once in this life experiences

OITL started with a simple belief that curiosity is the best career move you can make. Part creative studio, part personal manifesto, this self-initiated venture has taken me from painting original abstract works and exhibiting at Inverlochy Art School, to commissioned design, logo creation and editing wedding films. Every project has quietly sharpened the way I think about visual storytelling, brand and communications because the best storytellers, I've found, never stop sharing their stories, art and experiences just for the love of it.

- Showcased original abstract expressionist work at Inverlochy Art School's exhibition.
- Successfully edited wedding films for a creative agency - One Fine Day
- Established OITL to offer art prints of original artworks and provide commissioned art

TOOLS

- Ms Office Suite
- Google Analytics
- HubSpot
- Pardot
- SemRush
- Salesforce
- Mailchimp
- Raisely
- LinkedIn Ads
- META Ads

SOFTWARE

- Adobe Photoshop
- Canva
- Adobe Indesign
- Procreate
- Adobe Fresco
- Final Cut Pro

EDUCATION

Bachelor of Foreign Trade

MIT School of Management, India

Post Graduate Dip. in International Trade

Institute of Mgmt. Development & Research | India

INTEREST

Graphic Design

Creating Contemporary Abstract Art

Running

Reading