

# Rashmi Bhosale

bhosale.rashmi@gmail.com | +1 (858) 951 7557 | Los Angeles Metropolitan Area | [LinkedIn](#) | [Portfolio](#)

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## DIGITAL CONTENT STRATEGIST & MARKETER | EDITORIAL WRITER | COPYWRITER

Dedicated and diligent content strategist with 5+ years of experience in editorial and blog writing, social media, digital marketing, and copywriting, who helps craft multi-platform strategies. Proven expertise in content creation, analytics reporting, community engagement, and brand voice development. Passionate about storytelling and skilled at executing data-driven campaigns that elevate the digital presence of fashion, beauty, lifestyle, and personal growth brands and non-profit organizations.

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## TECHNICAL SKILLS

WordPress, Meta Business Suite, Buffer, Canva, CapCut, ManyChats, ChatGPT, Keap, Active Campaign, MailerLite, FloDesk

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## CORE SKILLS

Social Media Strategy, Copywriting, Editorial Writing, Content Creation, Audience Engagement, Community Building, Analytics Reporting, Brand Development, Multi-Platform Publishing, Email Marketing, Digital Marketing

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## WORK EXPERIENCE

### Marketing Assistant (Social Media Manager, Email Marketing, & Podcast)

July 2023 - Present

Your Year of Miracles LLC

- Developed content pillars and executed multi-platform social media strategies for Your Year of Miracles and founder Marci Shimoff by conducting in-depth market research, actively monitoring comments, and nurturing the community, which led to a 132% Instagram follower growth for Marci Shimoff in the first year.
- Produced and maintained weekly and monthly analytics reports to inform leadership of content success and next steps
- Oversaw Living in the Miracle Zone podcast content updates on WordPress and contributed to optimizing YouTube content discoverability and audience engagement
- Managed email marketing flows, campaign set-up, and reporting across multiple platforms

### Social Media Campaign Strategist (Volunteer)

Mar 2022 - Apr 2024

Fashion Revolution USA

- Developed and executed a successful social media content plan to organize monthly deliverables and to promote community and global activism movement for the annual Fashion Revolution Week campaign
- Coordinated with designers, copywriters, and team leads to ensure timely rollout and message consistency across Instagram, LinkedIn, and X, and produced monthly reports and made recommendations based on content performance

### Sr. Feature Writer (Fashion & Beauty) | Blogger | Social Media Manager (Fashion)

Apr 2017 - Aug 2019

MissMalini Entertainment Pvt. Ltd.

- Wrote and edited long- and short-form fashion and beauty blogs daily, increasing readership and audience engagement
- Designed and implemented a strategic social media framework for @MissMaliniFashion on Instagram to achieve the goal of 100K followers through fashion-focused content that aligned with audience interests
- Developed and featured in two fashion YouTube video series, expanding digital presence
- Contributed to brand-sponsored campaigns as content lead with Vaseline, Gillette, Magnum, Swarovski, OPPO, & OkCupid
- Provided live event coverage for major fashion and beauty events, enhancing real-time interaction and visibility

### Executive - Fashion Communication (Copywriter For Brands - AND & Global Desi)

Aug 2016 - Mar 2017

House of Anita Dongre Ltd.

- Crafted copy for e-commerce, CRM communications, and brand collaterals, including lookbooks and style guides
  - Helped draft writing style guides to ensure consistency in brand messaging across platforms
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## EDUCATION

- Digital Marketing Certificate, UC San Diego Extension
- Bachelor of Design in Fashion Communication, SNDT Women's University, Mumbai
- Bachelor of Commerce, University of Mumbai