



Mahima Sashank

Strategic Communications Specialist

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02/12/1992



[Profile](#)



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Strategic communications professional certified by the London School of Economics and Political Science with 10 years' experience in international development. Specialist in driving high-impact communications strategies, strengthening organisational narratives, and positioning institutional expertise among UN agencies, ASEAN, SAARC, governments, and donors. Proven track record in leading awareness and advocacy campaigns influencing global development policy and discourse.

Key expertise

- Communications Strategy Development
- Communications Leadership & Team Management
- Awareness, Advocacy and Influencing Campaigns
- Participatory and Child-Led Communications
- External Visibility, PR & Brand Promotion
- Resource Mobilisation and Donor Relations
- Media Relations & Engagement
- Communications Capacity Building

Work Experience

Regional Communications Adviser Asia

June 2023 - March 2026

Department of Global Communications, [Terre des Hommes Netherlands](#)

Led strategic communications for the Asia Pacific region supporting six country offices (Bangladesh, Cambodia, India, Nepal, Philippines, Thailand) strengthening organisational positioning in catalysing systemic change to stop child exploitation.

Key roles and responsibilities

- Developed communication strategies for brand visibility, awareness, advocacy and resource mobilisation campaigns targeting international multi-sectoral audiences
- Managed media and journalist relations in platforms focused on thought leadership positioning - worked on press releases, OpEds, interviews, articles, podcasts etc., catering to global audiences, including media monitoring and managing digital media channels
- Developed compelling, insight-driven narratives that translated complex technical content into clear, engaging messaging through stories, publications, visual assets etc. aimed towards policy change and influencing development discourse while practicing child safeguarding in communications
- Managed a regional communications team - forming KPIs, budgeting, staff performance evaluation
- Led regional internal communications aligning departments and functions towards organisational goals

Communications and Resource Mobilisation Lead, India

October 2019 - May 2023

India Country Office, [Terre des Hommes Netherlands](#)

External communications and fundraising team lead for India-level operations at a global child rights organization.

Key roles and responsibilities

- Designed and implemented national communication brand and visibility strategies for expert positioning, focused on awareness and policy advocacy interventions
- Managed media relations and engagement for country programmes targeting international audiences
- Produced programme communication materials in the form of publications, briefs, reports, audio visual assets, case stories for knowledge sharing and impact investment, including managing social media, website and e-newsletter
- Managed donor relations, donor database platforms and donor communications

Information Management and Communications Associate

September 2015 - April 2017

Department of Public Engagement, [World Vision India](#)

A public engagement associate for the India national office at a child well-being international NGO

Roles and Responsibilities

- Developed communication assets supporting fundraising and stakeholder engagement initiatives at national level
- Assisted in stakeholder events and media partnerships to enhance visibility for impact investment
- Designed and managed country-level content repository creation and management

Resource Mobilisation Department, Aseema Charitable Trust

Donor relations and outreach associate at a grassroots NGO working towards children's quality school education in Mumbai's slum communities.

Roles and Responsibilities

- Developed external communications assets and coordinated events to strengthen brand visibility
- Managed donor relations and CSR engagement supporting compliance, reporting and partnership visibility

Major Achievements

- Led a **communications campaign in partnership with the International Labour Organization** built on children's voices that successfully influenced the **Association of Southeast Asian Nations (ASEAN)** to include children's recommendations in their new roadmap against child labour (2026-2035)
- Built high-impact media and content collaborations with the **Asian Development Bank, AVPN, Devex, The Diplomat, Freedom Collaborative, Green Network Asia, Raspberry Pi Foundation** etc) for visibility and expert positioning, including featuring as a United Nations panel speaker and a spokesperson on a leading dutch national broadcast channel.
- **Successful donor communications** leading to multi-million EUR impact investment portfolios from donors such as L'Oréal, European Union, Societe Generale, International Labour Organization, Comic Relief UK, Dutch Postcode Loterij, Mercedes Benz, Wipro Cares, Azim Premji Philanthropic Initiatives among others.
- Global Communications Working Group lead for Terre des Hommes' SCROL programme on online child safety, managing and producing content for **high-impact multi-country campaigns** aimed at awareness raising, empowering children's agency and targeting advocacy asks for safer online systems.
- Championed safeguarding and inclusive communication practices as a global core committee member of Terre des Hommes' **Ethical Content Policy implementation** and capacity building across 29 countries.
- Event coordination lead for **global internal and external in-person events**, including webinars focused on positioning organisational expertise and facilitating knowledge sharing.

Internships

Corporate Communications Intern
National Bank for Agriculture and Rural Development

June 2014 - November 2014

Citizen Journalist
Times of India

2012 - 2013

Education

MA Development Studies

Indira Gandhi National Open University
2022-2025 (Grade : First class distinction)

Tech.Dip. Visual Design

National Skill Development Corporation, Govt of India
2017-2019 (First class)

PG.Dip. Communications for Development

Xavier Institute of Communications and UNICEF
2014-2015 (Best student of batch)

BA Economics

University of Madras
2010-2013 (First class with distinction)

Certifications

Storytelling for Social Change

University of Michigan
April 2026

Strategic Communications in Society

London School of Economics and Political Science
Oct 2025 - February 2026 (Grade : 89%)

Advanced Advocacy Techniques

Terre des Hommes Netherlands, 2023

Basic Trauma-Informed Care

Terre des Hommes Netherlands, 2025

Adobe Creative Suite

Government of India, 2019

Skills

- Global Stakeholder Engagement
- Relationship Building
- Interpersonal Communications
- Programme Management
- Monitoring & Evaluation
- Adobe Creative Suite
- SEO Optimisation
- Wordpress

Languages

- English (Expert 8.0 IELTS)
- French (Beginner)
- Hindi (Native)
- Tamil (Native)