



# Mahima Sashank

## Communications Specialist

International Development | Policy | Advocacy

An impact-driven strategic communications professional with 10 years of work experience in local and global contexts in the development sector

**Date of Birth :** 02/12/1992

[Profile](#)

**Portfolio :** [msashank.com](https://msashank.com)

Bangalore, India

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### Areas of Expertise

- Communications Strategy and Leadership
- Campaigns for Advocacy, Awareness and Influencing
- Content Creation - audio visual, graphic design, written
- Participatory Communications
- Safeguarding and Ethical Communications
- Media Relations and External Positioning
- Marketing and Fundraising Communications
- Internal Communications
- Team Management
- Cross-border Collaboration
- Donor Relations
- Brand and Visibility

### Work Experience

#### Regional Communications Adviser, Asia

Department of Global Communications  
Terre des Hommes Netherlands  
June 2023-present

##### Description

Communications lead for 6 countries across South and Southeast Asia at a global child rights organisation catalysing systemic change to stop child exploitation

##### Key roles and responsibilities

- Design, execution, monitoring and evaluation (M&E) of global campaign strategies for awareness, advocacy and influencing (Asia, Europe, East Africa)
- Management of regional digital media channels and data insights - Facebook, X, LinkedIn, Instagram, Wordpress
- Children and community empowerment through participatory communications
- Media and external partnerships for global thought leadership positioning - pitch presentations, press releases, interviews, publications
- Regional spokesperson in global conferences and webinars
- Marketing communications collateral design (pitch desks, case stories, publications, visual assets, merchandise)
- Policy implementation core team member for ethical and safeguarding communications across 29 countries
- Cross-country internal communications and inter-departmental collaboration
- Team management, goal setting, budgeting and cross-border vendor procurement

#### Programme Communications and Resource Mobilisation Lead, India

India Country Office  
Terre des Hommes Netherlands  
October 2019 - May 2023

##### Description

Communications and fundraising lead for country-level operations in India at a global child protection organisation

### Major Achievements

- Led a partnership and advocacy communications campaign with The International Labour Organization that successfully influenced ASEAN to reflect children's recommendations to their child labour policy.
- As a communications working group team lead for a global online safety programme, empowered children to design and lead campaigns achieving wide reach, improved awareness, and partnerships with regional bodies, government ministries and the national police.
- Facilitated successful external thought leadership partnerships with mainstream local, regional and global agencies (Asian Development Bank, Devex, The Diplomat, Freedom Collaborative etc)
- Key spokesperson in global conferences and webinars organised by the UN, SAARC, Terre des Hommes, World Vision.
- Featured as an expert on Sage Publications, UK, for participatory communications methodologies.
- Core team member of the design and roll out of Terre des Hommes Netherlands' Ethical Content Policy operational in 29 countries, leading a presentation at the Dutch Partos Alliance.
- Featured on Max Broadcast Netherlands in a fundraising campaign that raised €237K
- Winner of a global photography contest organised by Women Win, Netherlands
- Successful donor engagement with the European Union, Comic Relief UK, Dutch Postcode Loterij, Mercedes Benz, Loreal etc, (global donors) and Reliance Foundation, Byju's, Rustomjee, Nivea India, Azim Premji Foundation, Wipro Cares etc., (Indian donors)
- Successful communications for humanitarian action under COVID-19, influencing 300K rural Indians to take their vaccinations.
- Ran a successful mainstream advertising campaign with a corporate, Nivea India, promoting school attendance in Mumbai's urban slums.
- A film made on empowerment of organic farmers in Kerala, India was screened at the Mumbai International Film Festival
- Designed a child-friendly library for children from marginalised communities in Chennai, India, inaugurated by the State Minister of Education.
- National finalist of the 'Teen of the Year', a youth advocacy contest by The Teenager Magazine, Mumbai

### Key roles and responsibilities

- Programme communications and partner liaison for 8 projects on child labour, sexual exploitation of children, child marriage and humanitarian action
- Design, execution and M&E for fundraising and visibility campaigns
- Management of web and digital media channels
- Designing marketing collateral (case stories, publications, visual assets, merchandise) for fundraising, brand and visibility
- Communications training workshops for children and staff
- Country spokesperson - media, conferences, events
- Team management, goal setting and vendor procurement
- Donor relations and management of donor platforms for engagement (CSR, Retail fundraising, Institutional Funders)
- Proposal writing, presentation pitch decks

## Information Management and Communications Associate

Department of Public Engagement, India  
World Vision International  
September 2015- March 2017

### Description

An associate in the India country communications team at a child well-being international NGO

### Key roles and responsibilities

- Content collection and creation assignments for UK, Australia and USA donors (video assets, case stories, articles)
- Creation and management of a nation-wide content database for internal use
- Trip support visits for global-north journalists
- Management of digital media channels
- Journalism communication training workshops for children

## Donor Relations Executive

Aseema Charitable Trust, India  
December 2014 - August 2015

### Description

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

### Key roles and responsibilities

- Donor communications engagement (newsletter, digital media, visual assets, case stories)
- Donor project management (CSR and High Net Worth individuals)
- Donor mapping
- Event management

## Corporate Communications Intern

National Bank for Agriculture and Rural Development (NABARD)  
June 2014 - November 2014

### Description

Documentation of rural development projects for India's apex development bank

### Key roles and responsibilities

Scripting, Film Production, Film editing, Photography, Production Management

## Citizen Journalist

Times of India  
April 2012- June 2013 (student internship)

### Description, roles and responsibilities

Print journalist of an Indian national daily writing a civic column on social issues and events in Chennai city.

## Education

### Strategic Communications in Society

London School of Economics and Political Science  
Professional Development course (CPD), 2025  
Grade : 89% (class average 75%)

### MA Development Studies

Indira Gandhi National Open University  
2022-2025  
Grade : 77% (First Class Division)

### Technical Diploma in Visual Design

National Skill Development Corporation,  
Government of India  
2017-2019

### PG.Diploma in Communications for Development

Xavier Institute of Communications and UNICEF  
2013-2014  
Award : Best Student of the batch

### BA Economics

University of Madras  
2010-2013  
Grade : 74% (First Class with Distinction)

## Professional Skills

- Graphic Design
- Motion graphics
- Photography
- Videography
- Photo and video post production
- Public Speaking
- Content Writing
- Interpersonal Skills
- Training and Development
- Strategic and Analytical Thinking
- Team goal setting, budgeting and performance evaluation
- Monitoring and Evaluation
- Qualitative Research Methodologies
- Networking
- Relationship Building

## Licenses and Certifications

### Adobe Creative Suite, Canva

2019, National Skill Development Corporation,  
Government of India

### Ethical Content and Safeguarding Communications

2024, Terre des Hommes Netherlands

### Basic Trauma-Informed Care

2025, Terre des Hommes Netherlands

## Languages

English (Professional with IELTS 8.0) |  
French (Basic) | Hindi, Tamil (Native) |  
Telugu (Limited working proficiency)

## Other

Formally trained in Carnatic, Hindustani and Western Music Vocals