



Mahima Sashank

Senior Strategic Communications Specialist

International Development | Social Impact

A strategic communications specialist certified by the London School of Economics and Political Science with 10 years experience in social development across local and global contexts. Expertise in communications that influences meaningful dialogue, enables concrete impact, generates resources and moves systems.

Date of Birth : 02/12/1992

Portfolio : msashank.com

mahima.sashank@gmail.com

Profile

Bangalore, India

+91 9353187302

Areas of Expertise

- Communications Strategy and Leadership
- Communications for Advocacy and Systemic Change
- Marketing Communications
- Impact Storytelling
- Fundraising Communications
- Participatory and Evidence-Based Communications
- Communications for Brand Strengthening and Expert Positioning
- Multimedia Content Development
- Campaigns for Awareness and Influencing
- Policy and Research Narratives
- Media and External Relations
- Communications Capacity Building

Work Experience

Strategic Communications Consultant

Independent Consultancy

May 2026 – present

Supporting multi-sectoral organisations in development (civil society, governments, corporate social responsibility, policy think tanks) with communication strategies and implementation.

Regional Communications Adviser, Asia

Department of Global Communications

Terre des Hommes Netherlands

June 2023 – March 2026

Regional Communications Lead for South and Southeast Asia, driving external positioning, strategic outreach partnerships and narrative building to advance systemic change for child rights in Asia.

Key roles and responsibilities

- Plan, design, execution, monitoring and evaluation (M&E) of campaigns for visibility, influencing, engagement & resource mobilisation.
- Participatory communications to catalyse policy-level change
- Digital communications and digital media management (social media – LinkedIn, Facebook, X, Instagram, Mailchimp and CMS Website)
- Audience-centric creative content creation – written and visual assets
- Cross-border collaboration and multi-stakeholder relationship building with civil society, intergovernmental organisations, governments, private sector, institutional and CSR donors
- Internal communications for knowledge sharing & strategic alignment across countries and departments
- Event management – in-person and webinars
- Media and external partnerships for visibility and expert positioning
- Key internal and external regional spokesperson
- Team management, vendor procurement, budgeting, performance evaluation

Major Achievements

- Led a regional 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)
- Led the Communications Working Group for a global online safety programme, developing child-led digital marketing communications campaigns and toolkits reporting increased reach and engagement among target audiences, enabling partnerships with governments and law enforcement agencies for safer online systems.
- Instrumental in driving successful media and content collaborations with the Asian Development Bank, Devex, The Diplomat, Freedom Collaborative, Green Network Asia, AVPN etc) for visibility and expert positioning.
- Managed strategic communications with new and existing donors in the form of direct mailer campaigns, digital engagement and further outreach – the European Union, Comic Relief UK, Dutch Postcode Loterij, Mercedes-Benz Fund, L'Oréal, Wipro Cares, Azim Premji Foundation, and investment platforms like AVPN, BIG1, Give USA, contributing to diversified resource mobilisation and programme sustainability.
- Led communications strategy influencing SAARC's Child Protection Body to convene a regional child-led consultation informing the South Asia Action Plan on child labour, demonstrating ability to catalyse dialogue across intergovernmental platforms.
- Served as lead spokesperson and institutional representative across high-level convenings hosted by the United Nations, SAARC, AVPN, Terre des Hommes and World Vision, shaping regional discourse on child rights, within multi-sector policy and philanthropy platforms.
- Campaign spokesperson on Max Broadcast Netherlands in a fundraising campaign that raised €237K
- Led behaviour-change humanitarian communications during COVID-19, influencing over 300,000 Indians across rural India through community-aligned messaging strategies, strengthening trust and long-term community partnerships for positive public health outcomes.
- Global Photography Award Winner conferred by Women Win, Netherlands
- Designed and executed a campaign in partnership with a corporation Nivea India, leveraging mainstream advertising to promote school attendance among children in Mumbai's urban informal settlements.
- A film made on organic farming for sustainable development in Wayanad, India, was screened at the Mumbai International Film Festival.

Communications and Resource Mobilisation Lead, India

India Country Office, Terre des Hommes Netherlands
October 2019 – May 2023

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

Key roles and responsibilities

- Designing marketing collateral (human interest case stories, videos publications, merchandise) for fundraising, brand and visibility
- Management and content for web and digital media channels
- Donor relations and engagement (EU, USA, IN) – CSR, Institutional Funders, High Net Worth Individuals, Retail Fundraising
- Donor mapping, management of donor platforms and donor compliance
- Country spokesperson in global and crosscultural settings – events, webinars, conferences
- Campaign strategies and roll out for visibility, engagement and resource mobilisation
- Proposal writing, presentation pitch decks
- Team management, goal setting and vendor procurement

Information Management and Communications Associate

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

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 marketing and fundraising in the UK, Australia and USA (video assets, case stories, articles)
- Management of digital media channels
- Creation and management of a nation-wide content database
- Trip support visits for global-north journalists
- Journalism communication training workshops for children

Donor Relations Executive

Aseema Charitable Trust, India
December 2014 – August 2015

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

Key roles and responsibilities

- Digital media management (social media and e-newsletter)
- Donor relations and engagement (CSR, High Net Worth Individuals)
- Event management

Corporate Communications Intern

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

Description, roles and responsibilities

Impact documentation of rural development projects for India's apex development bank. Work on scripting, film production, film editing, photography and 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)

Technical Skills

- | | |
|----------------------------------|--------------------------------------|
| • Adobe Creative Suite | • Public Speaking |
| • Figma AI, Luma AI | • Monitoring and Evaluation |
| • Cision One AI | • Qualitative Research Methodologies |
| • Publication and Graphic Design | • A/B Testing |
| • Photography | • Microsoft Office |
| • Videography | |

Licenses and Certifications

Storytelling for Social Change

2026, University of Michigan

Adobe Creative Suite, Canva

2019, National Skill Development Corporation,
Government of India

Advanced Advocacy Techniques

2023, Terre des Hommes Netherlands

Basic Trauma-Informed Care

2025, Terre des Hommes Netherlands

Major Publications

[Participatory Research on Child Labour in Asia : Sage Publications, 2026](#)

[Why is Online Safety Education for Children Important : Raspberry Pi Foundation, 2026](#)

Languages

English (Professional with IELTS 8.0) |
French (A1) | Hindi, Tamil (Native) |