

SANJNA SUDAN

Communications for Social Impact Professional

sanjinasant@gmail.com | www.sanjinasant.com | +49 15175216774



Profile	I'm an award-winning communication and design professional, who connects the dots between content, strategy, digital media and design to bring brands and user experiences alive for organisations. Portfolio: www.sanjinasant.com
Skills	Writing and Editing, Adobe Photoshop, Illustrator, InDesign, Digital Marketing, Web Design (UI/UX), Google Analytics, ProCreate, CMS management, Canva, Video Editing, Partnerships building and Management
Experience	<p>Communications Consultant, UN WFP Innovation Accelerator Feb 2021 - Current Munich, Germany</p> <ul style="list-style-type: none">Served as Officer in-charge of the Communications and Knowledge Management team at WFP's Innovation Accelerator, comprising six team members, as needed by the management.Communications focal point for WFP IA's Food Systems and Climate Innovation portfolio: bit.ly/ss-climate-change, where I produced several high-performing knowledge and marketing products.Led the creation and implementation of a communication campaign framework for WFP IA's innovation challenges, while also facilitating onboarding training to four colleagues to scale our innovation programme portfolio. I also lead our social media workstream.Initiated social media strategy and developed global campaigns. 200% increase in the LinkedIn community as well as the newsletter subscriber base year on year.Awarded Webby's Anthem Awards in 2021 for two social media campaigns. See my work at bit.ly/ss-wfpia. <p>Digital Communications Associate, UN World Food Programme March-December 2020 New Delhi, India</p> <ul style="list-style-type: none">Managed both internal and external communications, reporting directly to the Country Director. Successfully coordinated media relations during WFP's 2020 Nobel Peace Prize win. See my work at bit.ly/ss-unwfp-india.Spearheaded communications for WFP India's partnerships with two State Governments, creating radio jingles and press releases for the launch of the 'One Nation, One Ration Card' scheme, the world's largest food security initiative.Represented WFP at the UN India crisis communications working group during COVID-19. <p>Communications Team, Arthritis Action Sep-Nov 2019 London, United Kingdom</p> <p>Created and designed this leading NGO's UK-wide campaign for World Arthritis Day 2019 and also worked on improving its website's user experience. Read more: bit.ly/ss-arthritis</p> <p>Communications and Design Intern, Impact Hub Berlin June-July 2019 Berlin, Germany</p> <p>Conceptualised, authored and designed Impact Hub Berlin's five years' digital impact report, as part of my Master's internship and thesis. View here: https://bit.ly/SS-IHB. Received a distinction for the same.</p> <p>Production Assistant, Cogapp Oct-Dec 2018 Brighton, United Kingdom</p> <p>Part-time producer during my M.A., where I assisted the team in testing web products for international museum clients.</p> <p>Team leader and Digital Media Manager, Katha March 2017- August 2018 New Delhi, India</p> <ul style="list-style-type: none">Led a team of 6 (designers, developers, and interns) in executing Katha's digital transformation.Managed collaborations and partnerships for the #300mChallenge national campaign, promoting primary education for all Indian children. Recognized with the SM4E award (bit.ly/katha-sm4e) for exemplary use of social media for advocacy and development in South Asia.Also received the mBillionth Award for the 'Katha Khazana' storytelling app and was nominated for the UN World Summit Award 2018. Check out my work at bit.ly/ss-katha. <p>Deputy Manager, Communications, Ashoka University July 2015- Feb 2017 Sonapat, India</p> <ul style="list-style-type: none">Developed social media, website, newsletter content, and blogs for a top Indian university.Designed engaging creatives for social media and established enduring brand structures for national and international events and centres. Assisted with media relations. Learn more at bit.ly/SS-AU-web & bit.ly/ss-au-sm. <p>Teaching Fellow, Young India Fellowship 2016</p>

Assisted Prof. [Nayan Chanda](#) in developing and teaching a course- 'Making Sense of the News: History Behind the Headlines' to guide 111 fellows write their academic papers (many of them were published in international journals).

Intern, Bidsvilla.com | 2014-15 | New Delhi, India

Completed this as a project as part of Young India Fellowship's Experiential Learning Module, where I:

- authored blogs on various Indian visual art forms by researching and interviewing contemporary and emerging artists;
- shot a film titled 'Woman on the Wall' on Delhi's street art of Rani Lakshmi Bai by a Japanese artist; and
- created graphic design work and photographed art galleries.

Intern, The Hindu | 2013 | New Delhi, India

Interned and published 30 stories at The Hindu, (one of the most-read newspapers in India) on higher education beat in a month. Writing portfolio can be seen here: <https://www.sanjinasudan.com/writing>

Intern, Indian Express | 2012 | Chandigarh, India

Wrote 10 feature stories on various beats at Indian Express.

Intern, Indo - Asian News Service | 2012 | New Delhi, India

Wrote national and local news articles in a variety of beats that were picked up by many news organisations.

Education

MA Media Practice for Development and Social Change, University of Sussex | Sept 2018- Sept 2019

- Recipient of the prestigious Sussex India Scholarship, excelling in an MA programme with a distinction in my thesis.
- Specialized in Interaction Design, showcasing my expertise through the creation and prototyping of the innovative web app, Daan: bit.ly/3dZQHuv.

Young India Fellowship and Scholarship, Ashoka University | July 2014- July 2015

Awarded a scholarship to pursue a postgraduate programme in Leadership and Liberal Arts

B.A. Honours Journalism, Kamala Nehru College, the University of Delhi | August 2011- July 2014

Class Valedictorian. Was awarded the 'Chander Pal Sood Memorial Prize' - presented annually to a graduating student for their exemplary curricular and co-curricular performance

Other Projects

Founding Editor, Élan: Young India Fellowship Magazine | 2014-15

Founded, spearheaded, and co-edited three editions of the Young India Fellowship newsletter and blog- Elan in a span of one year, published by Ashoka University (300+ copies) and sent to its partner universities across the globe (Yale, Carlton, University of Pennsylvania and several others)

Founding Media and Advocacy Head, National Service Scheme | 2013-14

Founded the Media and Advocacy Team of Kamala Nehru College (Delhi) National Service Scheme Society and managed the Public Relations and Editorial team under it, for the annual NGO festival and magazine. View here: bit.ly/3fz2hO3

Journalism Department Design Head, University of Delhi, Kamala Nehru College | 2011-2014

Elected Design Head of the Journalism Department consecutively for three years from 2011-14 at Kamala Nehru College, to strategize all brand and design activities (brochures, posters) in the department.

Programme Intern, Centre for Civil Society | 2012-13

Led media relations and marketing of the NGO at Delhi University's South Campus.

Interests

Travelling and creating illustrations and other artwork: <https://www.instagram.com/theartykind>