

# SANJNA SUDAN

Communications for Social Impact Professional

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<b>Profile</b>	<p>I'm an <b>award-winning communications professional</b>, who connects the dots between content, strategy, digital marketing and design to bring brand narratives alive for organisations. Currently working in <b>UNWFP India</b>, I started my career as a journalist almost a decade ago and eventually moved on to be a communication for development professional. I have managed integrated communications projects (<b>in South Asia and in Europe</b>) from start to finish (especially for social enterprises), with a keen sense of problem solving and human-centered design.</p> <p><a href="http://www.sanjinasantan.com">www.sanjinasantan.com</a></p>
<b>Skills</b>	<p>Writing and Editing, Adobe Photoshop, Illustrator, InDesign, Digital Marketing, Web Design (UI/UX), Google Analytics, SEO, ProCreate, Adobe Premiere Pro, CMS management, Partnerships building and management</p>
<b>Experience</b>	<p><b>Digital Communications Associate, UN World Food Programme   March 2020-current   New Delhi, India</b> Leading both online and offline communications and design activities at WFP India Head Office. Handling crisis communications activities for the office while reporting to the country director. View here: <a href="https://bit.ly/3hjYntQ">bit.ly/3hjYntQ</a></p> <p><b>Communications Team, Arthritis Action   Sep-Nov 2019   London, United Kingdom</b> Worked as a part of the communication team at Art91 85276777hritis Action, a membership based health charity in central London. Created and designed its UK-wide campaign for World Arthritis Day 2019 along with redesigning its online user experience (to be launched this year) and assisting with media relations activities. View here: <a href="https://bit.ly/2XXmaso">bit.ly/2XXmaso</a></p> <p><b>Communications &amp; Design Intern, Impact Hub Berlin   June-July 2019   Berlin, Germany</b></p> <ul style="list-style-type: none"><li>● Conceptualised, wrote and designed Impact Hub Berlin's (a leading social innovation consultancy and accelerator) five years' digital impact report, as part of my Master's internship and thesis. View here: <a href="https://bit.ly/36ACY90">bit.ly/36ACY90</a></li><li>● <b>Received a distinction</b> on my Master's thesis that I completed at IHB for their project with German Development Agency (GIZ) on designing a female entrepreneurship centered accelerator in context of Jaipur India, with lessons from Impact Hub Berlin's similar programmes</li></ul> <p><b>International Student Ambassador, University of Sussex   Dec 2018-Aug 2019   Brighton, United Kingdom</b> Represented the University of Sussex to key stakeholders and prospective students at events. Handled the university's social media from time to time in order to garner interest from students all over the world.</p> <p><b>Production Assistant, Cogapp   Oct-Dec 2018   Brighton, United Kingdom</b> While pursuing my Masters, I was a part time producer here. My work spanned management, video editing, design and social media content. I assisted the team in testing their web products for international clients consisting of museums.</p> <p><b>Team leader and Digital Media Manager, Katha   2017-18   New Delhi, India</b></p> <ul style="list-style-type: none"><li>● <b>Led Katha's communication yearly strategy</b> and its media presence via handling partner PR agency and content on websites and social media. My work increased social media traction 4x times in the 18 months I was here</li><li>● <b>Team Leader</b> at Katha Digital Lab (Jan 2018- Sep 2018) to <b>lead a team of 6</b> (designers, developers and interns) and execute Katha's (social impact organisation &amp; Children's books publication in India) digital transformation.</li><li>● <b>Handled collaborations and partnerships</b> for the #300mChallenge national campaign closely with Katha's founder, to create partnerships with schools, state governments and other NGOs. This national campaign focused on ensuring primary education for every child in India and <b>my work was awarded</b> for '<i>Exemplary use of social media for development</i>' in the entire South Asia (<a href="#">SM4E award</a>) by Facebook &amp; Digital Empowerment Foundation. Also awarded <i>mBillionth Award for 'Katha Khazana'</i> storytelling app under 'Early Stage Mobile Application for Social Good' category, and nominated for UN World Summit Award 2018, Accra. View here: <a href="https://bit.ly/30C8MeB">bit.ly/30C8MeB</a></li></ul> <p><b>Deputy Manager, Communications, Ashoka University   2015-17   Sonapat, India</b></p> <ul style="list-style-type: none"><li>● Created social media, website, newsletter content &amp; blogs for this leading university in India leading it to grow 3x in terms of its followers. Led &amp; designed the development of the university's websites &amp; CMS. View here: <a href="https://bit.ly/3fqp66r">bit.ly/3fqp66r</a></li><li>● Designed creatives for social media &amp; set brand structures for various centres and events (national and international) by the university that are in use till date. Also assisted with press relations. View here: <a href="https://bit.ly/3fk2l3S">bit.ly/3fk2l3S</a></li></ul>

**Teaching Fellow, Young India Fellowship | 2016**

Assisted Prof. [Nayan Chanda](#) to develop & teach a course- 'Making Sense of the News: History Behind the Headlines' to guide 111 fellows write their academic papers (many of them got 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 was:

- Creating blogs on various Indian visual art forms by research and interviewing contemporary and emerging artists.
- Filming a film titled 'Woman on the Wall' on Delhi's street art of Rani Lakshmi Bai by a Japanese artist. It can be seen here: [bit.ly/2UGc9hF](http://bit.ly/2UGc9hF)
- Handling photography and design work for our project

**Intern, The Hindu | 2013 | New Delhi, India**

Interned & 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.sanjnasudan.com/writing>

**Intern, Indian Express | 2012 | Chandigarh, India**

Interned & published 10 feature stories on various beats at Indian Express.

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

Interned and covered national and local news in a variety of beats that was picked up by many news organisations.

**Education**

**MA Media Practice for Development & Social Change, University of Sussex | 2018-19**

**Awarded** the Sussex India Scholarship to attend this programme. **Graduated with a distinction** in my MA thesis. Specialized in Interaction design where I created and prototyped a webapp called Daan. Daan's concept paper was shortlisted for the UN Volunteers conclave in India. View here: [bit.ly/3dZQHuv](http://bit.ly/3dZQHuv)

**Young India Fellowship & Scholarship, Ashoka University | 2014-15**

Awarded a scholarship to pursue a post graduate programme in Leadership & Liberal Arts

**Certificate in Human Computer Interaction, Interaction Design Foundation | 2018**

Completed this certification with 89%

**B.A Honours Journalism, Kamala Nehru College, University of Delhi | 2011-14**

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

Co-directed a radio docudrama on transgenders in India that was broadcast on Delhi University and Ashoka University's community radios. View here: [bit.ly/3fz2hO3](http://bit.ly/3fz2hO3)

**Other Projects**

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

Founded, spearheaded, and co-edited three editions of 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 etc)

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

Founded Media and Advocacy Team of Kamala Nehru College (Delhi) National Service Scheme Society and handled the PR and Editorial team under it, for the annual NGO festival and magazine. View here: [bit.ly/3fz2hO3](http://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 etc.) in the department.

**Programme Intern, Centre for Civil Society | 2012-13**

Interned at CCS for its media & publicity vertical, where I was actively strategising & executing media relations and marketing of the NGO in South Delhi University.

**Interests**

Running an Instagram influencer handle to curate and create design ideas and post my illustrations: <https://www.instagram.com/theartykind>