

Shibani Sumit

Brand & Social Impact Communications · Campaigns · Storytelling · Events

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Portfolio & writing shibani.work

Communications professional with over a decade across philanthropy, non-profits, media and entertainment, specialising in brand building, national campaigns and cause-led storytelling.

HIGHLIGHTS

- Led communications for the **Rebuild India Fund**, a \$50M philanthropic initiative seeding 100 grassroots organisations across India — built brand identity, social presence, content and video from scratch.
- Drove national radio partnerships for CRY's award-winning **#YellowFellow** and **#PooriPadhaiDeshkiBhalai** campaigns, rallying public support for children's rights and for girls completing secondary education, with a reach of **4.3 crore people**.
- Created **#ItsAGirlThing**, CRY's first National Girl Child Day property — a national panel putting girls from CRY projects alongside women leaders including RJ Malishka and film critic Sucharita Tyagi, moderated by a 16-year-old student. ~780 school registrations, 9.2/10 audience rating, and a format regional teams reused.
- Managed and executed all communications for the **Dasra Philanthropy Forum** in New York — the flagship international convening for Indian philanthropy.
- Authored brand and identity systems adopted across organisations: DPF 2022 branding guidelines, CRY's photography and videography field guidelines governing how children are represented, the Legacy Giving guidebook and the Fighting the Good Fight donor booklet.
- Grew and stewarded a **2M+ community** at 101 India and led distribution for its original IPs, including video work on transgender rights that crossed **15M+ views**.

EXPERIENCE

Independent Practice — Writing & Creative Projects

2022 – Present

- Ongoing writing practice across scriptwriting and long-form essays, published on a personal blog.
- Painting and studio practice, and independent app design and development from concept to build.

Dasra — Team Lead

2022

- Led communications for the Rebuild India Fund and the Dasra Philanthropy Forum, New York — coordinating brand development, content production, vendors and cross-team logistics across geographies.
- Authored the DPF 2022 branding guidelines governing identity across every forum touchpoint.

Child Rights and You (CRY) — Senior Communications Manager

2019 – 2021

- Owned communication strategy for one of India's most recognised child rights organisations — brand awareness, donor communication, on-ground and digital events, and outreach through media and brand partnerships.
- Ran national campaigns end to end, managing agencies, radio and brand partners, and programme teams across four regions.

- Produced donor and brand communications — the Fighting the Good Fight booklet and Legacy Giving guidebook — and wrote CRY's photography and videography guidelines for field teams.

101 India — Digital Marketing Manager

2017 – 2018

- Managed digital content projects and community engagement for a 2M+ audience platform.
- Coordinated production and launch of video projects reaching 15M+ views.

Only Much Louder — Content Manager

2014 – 2016

- Core marketing team for OML's largest IPs, including Bacardi NH7 Weekender, Stage 42 and U/A.
- Led content strategy and execution for festival promotions — artist announcements, cross-promotions and on-ground activations.

SKILLS & COMPETENCIES

Communications: brand strategy and identity systems, integrated and cause-led campaigns, behaviour-change and awareness messaging, editorial and script writing in English and Hindi, donor and stakeholder communication, media relations and press releases.

Campaigns & events: national campaign design, radio and media partnerships, on-ground and virtual event production in India and internationally, community mobilisation and public engagement.

Insight & measurement: audience feedback and campaign performance measurement, field and community research alongside grassroots programme teams, annual review and planning for a communications function.

Partners & teams: briefing and managing creative, digital, PR, video and event agencies; collaborating across CEO, programme, fundraising and regional teams, and with external funders.

EDUCATION

BE, Mumbai University

2008 – 2012

SELECTED PROJECTS

Rebuild India Fund (\$50M philanthropic initiative) · Dasra Philanthropy Forum, New York · #PooriPadhaiDeshkiBhalai · #YellowFellow · #ItsAGirlThing · NH7 Weekender 2015/16 · Stage 42 2015