

CONTACT

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[My LinkedIn profile](#)

SKILLS

- PR strategy
- Content Development
- Crisis Management
- Communication planning
- Media Relations
- Reputation management
- Social media expertise
- Research and analysis
- Marketing strategy

MY WORK

Paytm:

- [Events](#)
- [Blogs](#)

Business Insider:

- [Business Insider India](#)
- [Business Insider US](#)
- [Panel Moderation 1](#)
- [Panel Moderation 2](#)
- [Video production and Anchoring](#)

Entrepreneur:

- [Articles](#)
- [Video production and Anchoring](#)

EDUCATION

JOURNALISM, BACHELORS IN MEDIA STUDIES

Symbiosis Center for Media and Communication, Pune, India

ACHIEVEMENTS

- Promoted within first year at Paytm and received mid-year appraisals for excellence at work.
- Four-time winner of 'Aspire' award and the Superstar award at Business Insider India for averaging 1 million views per article.
- Top 5 in the Journalism batch at undergrad school Symbiosis Center for Media and Communication.

SANCHITA DASH

COMMUNICATIONS STRATEGIST



With a decade in media and communications, I've developed cross-platform PR and content strategies, for brand reputation as well as crisis management. My journey as a journalist includes stints with India's top media houses. As a quick learner and collaborative professional, I aim to offer thought leadership and drive growth.

WORK EXPERIENCE

MAY, 2021 - PRESENT

Paytm (Assistant General Manager, Corporate Communications)

- Leading communication strategies at Paytm, a publicly listed company that is India's leading app for cashless payments and financial services.
- Curating content for financial results and public filings, working directly with the CEO, CFO, and key stakeholders.
- Strategising social media campaigns to promote technology products.
- Spearheading crisis management initiatives, minimising impact on brand during challenging situations.
- Organising and hosting national-level events for launch of new products.
- Leading strategy for internal communications and employer branding.
- Managing a high-performing team of 10 content writers and delegating tasks, and fostering a collaborative environment.
- Key member of the team that strategised communications & media strategy for India's largest Initial Public Offering - Paytm stock market debut.

Jan, 2019 - May, 2021

Business Insider (Senior Digital Content Producer)

- As a senior journalist, led editorial discussions for news reports.
- Wrote [breaking news & exclusive stories](#) from the Indian startup and tech ecosystem that garnered millions of views per article.
- Anchored and produced videos, also led graphic discussions for engaging articles.
- Expertly moderated live [Twitter panel discussions](#) as well as panels for global events like Business Insider Global Trends Festival.
- Aided marketing teams to drive paid media partnerships and sponsorships.
- Received global coverage with cross-publishing in Business Insider US.

Apr, 2017 - Dec, 2018

Entrepreneur India (Senior Correspondent)

- As the senior most reporter, wrote trending stories and doubled as an editor.
- Worked with leading experts in the industry for authored articles
- Anchored and produced Entrepreneur's one-minute video show (4ThingsToKnow).

Oct 2016 - April, 2017

Anthill Ventures (Director, Content and Media)

- Devised content strategy and handled all of the company's communication and media relationships, including writing press releases, newsletters etc.
- Built the brand's social media presence and organised national-level events.
- Strategised media plan for the VC fund's portfolio startups.

Dec 2015 - July, 2016

T-Hub (Senior Associate, Media and Communications)

- Built their Public Relations outreach, and handled all social media accounts.
- Organised monthly community events to strengthen the outreach program.
- Being a part of the founding team, played a key role in brand building.

Jun 2013 - Dec, 2015

Deccan Chronicle (Senior Sub-Editor and Reporter)

- Stint with newspaper reporting, worked on the live pages of the edition.
- Actively wrote stories and covered events on a wide array of topics including fashion, lifestyle, startups, real estate, social causes and more.