

Sakshi Bhasin

 +91 7738280205 |  sakshibhasin2807@gmail.com | [LinkedIn](#)

A seasoned communications leader with extensive experience in shaping brand narratives, managing high-performing editorial teams, and delivering complex content projects across industries. Skilled in driving strategic storytelling, elevating editorial quality, and leading cross-functional collaborations to build brands, engage stakeholders, and navigate crises with confidence. Experience in both client and vendor facing roles – acting as a bridge between the end customer and the organisation's leadership.

Core Expertise: Communication | Client facing | Content strategy | Brand storytelling | Editorial leadership | Writing & editing | Video & digital content | Crisis management | Stakeholder engagement | Team leadership

Professional Experience

Consultant - Operations Catalyst | ShabdAI, Mumbai

(November 2025 to January 2026)

- Leading the community of translators, VoiceOver artists, and designers to drive end-to-end operations .
- Handling day-to-day interactions and projects with clients in the education, finance, and corporate sectors.
- Translating Hindi to English and English to Hindi content and doing final overall Quality checks on all content delivered to the clients.

Content Marketing Lead | Apollo AyurVAID, Bengaluru

(March 2025 to October 2025)

- Drive brand storytelling and digital presence through strategic content creation and management.
- Leading website and landing page content strategy, blogs, thought leadership to boost visibility and SEO.
- Designing high-engagement collateral, brochures, vertical scrolls, TV display creatives to strengthen both offline and digital campaigns.
- Manage the editorial calendar, ensure alignment with brand voice, and collaborate with doctors, writers, designers, and cross-functional teams such as digital marketing.

Chief Sub Editor at Krima Solutions, Mumbai

(September 2023 to February 2025)

- Heading QC for a British-American client on a platform for global regulatory-body data.
- Leading a team of six researchers in data collection, segmentation and final checks.
- Researching and writing compliance-case summaries and appointment blogs.

Chief Sub Editor at Merit Group, Mumbai

(February 2015 to June 2023)

- Edited three British magazines, 'The House', 'PoliticsHome', and 'Health Service Journal', including news stories, features, opinion and long-form content
- Spearheaded preparation of magazine and company newsletters
- Managed a team of three sub-editors

Assistant Manager at Imprimis PR, Delhi

(March 2012 to May 2013)

- Developed content strategies for clients across health, education, pharma & FMCG, with focus on brand building and reputation management
- Wrote press releases, op-eds, whitepapers, and thought-leadership pieces for CEOs
- Clients included Walmart, Nestle, Pfizer, BMS, Apollo Hospitals

Senior Sub Editor at Indo-Asian News Service, Delhi

(December 2009 to February 2012)

- Headed a desk of eight members and edited stories across lifestyle, politics, foreign affairs, sports, business and entertainment

Sub Editor at United News of India, Delhi

(April 2007 to December 2009)

- Headed the editorial desk of 20 and approved final copy
- Covered Parliament, 2009 general elections, Delhi Book Fair and Lakme Fashion Week

Client Service Executive at Convergys

(June 2004 to March 2006)

- Addressing customer queries for mobile phones and credit card usage
- Making sales pitches to inbound customers
- Worked for AT&T Wireless and CAPOne Business Cards

Education

PG Diploma in Journalism, Bharatiya Vidya Bhawan, Delhi	(2006-2007)
MA: Political Science (International Relations) Lady Shri Ram College, Delhi	(2003-2005)
BA: Political Science (Honours) Sri Venkateswara College, Delhi	(2000-2003)

References

1. Dharini Balakrishnan, VP – Business Development & Marketing, Apollo AyurVAID: 9886418414
2. Kasturirangan Parameswaran – Director, Krima Solutions: 9821143754
3. Deepanshu Mandlekar – Commercial Director, Data Products & Solutions, Merit Data & Technology: 9867675588