

Vasundhara Joshi



Communications, Content & Outreach

7 YEARS IN SOCIAL IMPACT

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Bengaluru, India

Communications professional with seven years in the social-impact sector, working across content creation, social media, collateral design, donor communications, public relations, and community outreach. Engages directly with communities on the ground: educating, advocating, and mobilising people toward compassionate action for animals. Brings warmth, dedication, and genuine people skills to every role, and thrives in purpose-driven environments where words and human connection make a real difference.

CORE COMPETENCIES

- Public Relations
- Campaign Coordination
- Stakeholder Engagement
- Donor Relations
- Cross-sector Liaison
- Proofreading & Editing
- Content Writing
- Social Media Management
- Partnership Development
- Community Outreach
- Collaborative Leadership
- Design & Attention to Detail

WHAT I'VE DONE

Independent Animal Welfare & Community Outreach

2025–Present

Self-directed · Bengaluru

- Foster rescued dogs at home, providing dedicated caregiving and rehabilitation.
- Coordinate adoptions and run community fundraising outreach to match rescues with suitable homes.

Aaladamara Foundation

2025

Manager, Communications, Content & Outreach · Bengaluru

- Built the organisation's communications framework from the ground up: website content, social media, collateral design, and stakeholder materials.
- Initiated and managed cross-sector partnerships that expanded programme reach.
- Produced monthly donor reports documenting programme progress and impact.

Vrutti Livelihood Impact Partners

2023–2024

Manager, Communications, Content & Outreach · Bengaluru

- Managed end-to-end social media across LinkedIn, Instagram, and Facebook: content, design, and channel management.
- Documented field work and produced newsletters, case studies, and collaterals for donor communications and partner retention.
- Secured and coordinated the TCS World 10K Run partnership, a high-visibility corporate fundraising campaign.

WHAT I'VE DONE / CONTINUED

Youth Organisation in Defence of Animals (YODA)

2022-2023

Manager, Communications, Content & Outreach · Mumbai

- Managed social media content, collateral design, and digital fundraising, sustaining audience growth over 18 months.
- Documented rescue journeys through photography and videography, from rescue to release, for awareness and fundraising.

Worldwide Veterinary Service (WVS)

2020-2021

Manager, Communications, Content & Outreach · Goa

- Managed social media and digital engagement for an internationally networked animal-welfare organisation.
- Supported programme visibility across a global partner base and coordinated webinars, capacity-building workshops, and partner communications within an international NGO structure.

PFA Wildlife Hospital Rescue & Research Centre

2018-2019

Manager, Communications, Content & Outreach · Bengaluru

- Entry into the social-impact sector: served as primary media and PR contact across print, digital, and broadcast.
- Led digital content strategy, social media management, and collateral design for wildlife rescue initiatives.
- Coordinated large-scale community campaigns and mobilised 50+ volunteers.

Zibanka Media Services

2016

Content & Subtitling Specialist · Ahmedabad

- Translated Hindi-to-English dialogue and embedded subtitles for digital media, sharpening editorial precision, tonal accuracy, and deadline discipline.

Cut The Crap Advertising Agency

2015

Copywriter · Mumbai

- Created persuasive copy across print and digital, developing a sharp instinct for brand voice and audience-first storytelling.

Earth Design & Development

2014

Copywriter · Ahmedabad

- Produced content and copy for design and branding projects, contributing to campaign communications and client deliverables.

DNA, Daily News & Analysis

2012-2013

Reporter, Arts Beat · Ahmedabad

- Reported on arts exhibitions, city events, and cultural happenings; conducted on-ground interviews with artists and practitioners.
- Filed editorial reports on deadline, building the storytelling instincts and accuracy that underpin all later work.

EDUCATION

Schooling <i>Maharaja Agrasen Vidyalaya, Ahmedabad, Gujarat</i>	2007
BA in Journalism & Communication <i>Manipal Institute of Communication, Manipal University</i> Class Representative (3 years) · Winner in inter- and intra-collegiate dance competitions, solo & group.	2009–2012
Professional Training in Theatre & Dance · <i>Attakkalari Centre for Movement Arts, Bengaluru</i>	2016–2017
Yoga Teachers' Training Course (200 hrs) · <i>Nirvikalp Yoga Academy, Ahmedabad</i>	2021
Vedic Astrology · <i>Ongoing study</i>	2024–Present
Humanistic Astrology · <i>Ongoing study</i>	2026–Present

COMMUNITY VOLUNTEERING

2015	Vasundhara Festival, North Goa: volunteered at an environmental and cultural festival.
2017	Adopted a stray puppy, the start of a lifelong animal-welfare commitment; independently ran daily neighbourhood stray welfare, including feeding, rescue, vaccination, and sterilisation drives.
2019	Independent Animal Welfare & Community Outreach, Ahmedabad.
2021 · 23	Half Way Home Rescue Dog Shelter, Mandrem, North Goa: caregiving, feeding, and shelter operations.
2024	Sadhana Forest, Auroville, Tamil Nadu: ecological conservation and reforestation with an international volunteer community.
2025	Youth-led community clean-up drives in Bengaluru: promoting sustainability and civic responsibility.
Ongoing	Rescue, rehabilitation, caregiving, and fostering of rescued dogs: independent animal-welfare work running parallel to all professional roles for 7+ years.

TOOLS & LANGUAGES

Tools	Canva · Microsoft Word · Corel VideoStudio Ultimate · InShot · ChatGPT · Claude
Languages	English (Professional) · Hindi (Conversational) · Gujarati (Native)