

# LAKSHI BHATIA

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## PROFESSIONAL EXPERIENCE

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**ALLEA - All European Academies, Berlin, Germany** **Sept 2023 - Aug 2024**  
**Working Student Communications Assistant**

- Increased digital engagement by 40% through managing communications campaigns on science policy
- Published 20+ news posts, press releases, and reports, including the *European Code of Conduct for Research Integrity and TechEthos* project
- Organised General Assembly and restructured internal communications by liaising with 50 EU academies

**WINS Global Consult GmbH, Berlin, Germany** **Jan 2022 - July 2023**  
**Working Student Associate**

- Led acquisition processes of 15+ international tenders, supervising team setup, ensuring quality assurance on 70+ expert CVs, and drafting proposals for clients like GIZ, SECO, and ADA
- Conducted research for 10+ offers, liaising with consortia partners like GFA, GOPA, and KFW to align bidding documents with partnership agreements
- Designed 6+ communications collaterals, led knowledge management workshops, and facilitated project cycles focused on *Migration, Decentralisation, Digital Transformation, and Good Financial Governance*

**Times Internet, New Delhi, India** **Feb 2019 - June 2021**  
**Senior News Producer**

- Advanced digital content strategy for ~200M monthly users, editing 300+ stories, publishing 40+ infographics, and managing web content on Drupal and WordPress platforms
- Produced 40+ Covid-19 podcasts and high-impact multimedia content, collaborating with marketing teams to support key campaigns like 'India's Lockdown Heroes'
- Maximised social media impact with 5.9M interactions on link-based posts, achieving the highest engagement among ~27M subscribers during the US Presidential and Bihar elections

**The Quint, New Delhi, India** **Feb 2019 - Nov 2017**  
**News Desk Writer + Partnerships Manager**

- Collaborated with cross-functional teams to curate 150+ multimedia stories across politics, health, gender, and education on multiple CMS platforms
- Strategised, implemented, and tracked 'Me, The Change' campaign, securing 30M impressions, while also assisting in the rollout of the 'Webqoof' fact-checking platform

**New Indian Express, New Delhi, India** **May 2016 - Nov 2016**  
**Reporter**

- Led in-depth research and source interviews, resulting in 25+ published feature stories on health, civic engagement, gender, and human rights.
- Built a network of 30+ reliable sources, consistently contributed 10+ story pitches weekly, and enhanced content with multimedia elements to boost reader engagement by 15%

## EDUCATION

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**HERTIE SCHOOL (PROFESSIONAL YEAR 2023: WINS GLOBAL CONSULT)** **Berlin, Germany**  
*Master of Public Policy* **2021 - 2024**

**INDIAN INSTITUTE OF MASS COMMUNICATION** **New Delhi, India**  
*Post-Graduate Diploma in Radio and Television Journalism* **2016 - 2017**

**KAMALA NEHRU COLLEGE** **New Delhi, India**  
*Bachelor of Arts in Journalism* **2013 - 2016**

## SKILLS

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- **Core Skills:** Content Creation, Web Content Management, Public Affairs, Stakeholder Engagement, Semi-structured Interviewing, Social Media Engagement, Data Analysis
- **Tools:** WordPress, Drupal, Hubspot, Shopify
- **Design:** InDesign, Illustrator, Premiere Pro, Canva
- **Languages:** German (B1 - Intermediate), English (C1 - Advanced), Hindi (Native)

## PUBLICATION / EVENTS

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- Co-authored a **policy paper** on Taiwan's privacy and digital tracing during Covid-19
- Selected as a **EuroSSIG Fellow** for the Summer School on Internet Governance in Meissen
- Presented UK-based Kirkstall Ltd's **Organ-on-a-Chip** technology to 25+ experts at WPS, Berlin