



SNEHA SHIKTA

COMMUNICATIONS OFFICER



SUMMARY

Creative and compassionate communications professional with over 6 years of experience across social work, community engagement, and visual storytelling. Currently leading communication initiatives at a national-level disability rights organization, blending advocacy with creativity to drive inclusive change. Skilled in project coordination, social media management, and photography, with a strong foundation in development studies and community outreach.



CONTACT

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SKILLS

Content Development and Strategy ·
Digital Accessibility ·
Inclusive Communication ·
Request for Proposal (RFP) documentation ·
Disability Rights Advocacy ·
Social Media Management ·
Community Engagement ·
Event Planning and Management ·
Campaign Coordination ·
Report Writing and Analysis ·
Press Relations ·
Photography and Visual Storytelling ·
Canva ·
Adobe Photoshop and Lightroom (Basic) ·
Microsoft Office 365



ACHIEVEMENTS (VISUAL STORY TELLING AND PHOTOGRAPHY)

Featured in The Times of India
(Ranchi Edition), World
Photography Day, 2017

1st Prize - HT Media
Photography Contest, 2015

1st Prize - Srijan Photography
Event, IIT Dhanbad, 2014



EXPERIENCE

National Centre for Promotion of Employment for Disabled People (NCPEDP)

New Delhi

Communications Officer

03/2024 - Present

- Spearheaded communications for five national-level programmes, ensuring all outputs strictly adhered to accessibility standards and achieved key organisational goals.
- Managed end-to-end communication strategies for high-profile events, including the Universal Design Awards (2024 & 2025) and the 25th Helen Keller Awards, integrating digital campaigns, media relations, and stakeholder engagement.
- Played a key role in NCPEDP's advocacy for 2024 Lok Sabha Election, crafting campaign narratives and outreach materials to advance electoral inclusion for persons with disabilities.
- Led all communications for the Fellowship for Youth with Disabilities (two cohorts, 40 fellows), culminating in co-directing a documentary to showcase the programme's national impact.
- Enhanced the visibility of the Scholarship Programme for Students with Disabilities by designing and implementing a strategic content plan rooted in compelling impact storytelling.
- Co-managed and led communication initiatives for the Assistive Technology Hub and Legislators for Disability, overseeing all facets from event management and press releases to collateral development.
- Played a key role in stakeholder engagement, media visibility, and campaign execution for NCPEDP on World Disability Day 2024.
- Currently overseeing the website redesign and content management, coordinating with developers to ensure accessibility, consistency, and alignment with the organization's mission.
- Spearheaded the organization's complete website redesign, managing the content migration and implementation to ensure full accessibility compliance and brand consistency.
- Achieved 2x-3x follower growth across four major social media platforms by executing a data-driven content strategy and targeted ad campaigns.
- Created impactful annual reports and contributed to key organisational documents, ensuring clarity, coherence, and alignment with advocacy goals.

ACHIEVEMENTS (VISUAL STORY TELLING AND PHOTOGRAPHY)

1st Prize - Online Photography
Event, BIT Mesra, 2014

PROJECTS AND INITIATIVES

Co-founded Xavier
Photographic Society - 2013

Led photography at Mecon's
International Friendship Art
Festival - 2015

Freelance academic tutor for
higher secondary students

CERTIFICATION

Diploma in Computer
Applications

Grade: A

Accessibility at Workplace

Training provided by India Business &
Disability Network

LANGUAGES

HINDI Native ●●●●●

ENGLISH Proficient ●●●●●

BENGALI Proficient ●●●●●

EXPERIENCE

Weddings by Shutter Stories

Delhi

Business Development Representative

01/2022 - 02/2024

- Spearheaded customer acquisition for high-value wedding photography packages, managing a lead pipeline and tailoring sales pitches to secure multiple client contracts.
- Managed end-to-end social media campaigns and advertising strategy across Instagram and Facebook, ensuring consistent brand visibility and lead generation.
- Optimized event planning processes and staffing strategies, ensuring cost-effective operations and seamless execution.

Agricultural Consultancy and Rural Development
Institute

Ranchi

Social Worker

06/2015 - 10/2018

- Designed and implemented rural development projects in collaboration with the Agricultural Technology Management Agency (ATMA).
- Conducted foundational health and life skills training workshops for rural women and youth.
- Oversaw NGO operations and organized community events.

INTERNSHIPS

Dr. Reddy's Foundation

Delhi

Social Work Intern

08/2017 - 09/2017

- Contributed to *Project GROW*, aimed at empowering individuals with disabilities through targeted skill development and capacity building

IWT Academy

Social Work Intern

- Facilitated education for children with disabilities by supporting the head counsellor in conducting student assessments.

EDUCATION

IGNOU

New Delhi

Master of Social Work (MSW)

01/2016 - 12/2018

St. Xavier's College

Ranchi

B.A. English (Hons.)

01/2012 - 12/2015

Delhi Public School

Ranchi

CBSE (12th in 2012 and 10th in 2010)

2000 - 2012