Dr. Disha Pahwa

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PROFESSIONAL SUMMARY

I am a communications professional with an MLitt in Media and Communications from the University of Strathclyde, who transitioned from dentistry to specialise in **internal and corporate communications**. With hands-on experience in **crisis communication** and **employee engagement** at Pitney Bowes, I am skilled in **digital campaign management**, **stakeholder engagement, and content strategy**. I have led organisational change communications and delivered wellbeing initiatives that engaged up to 46% of the workforce. Seeking to leverage my unique background, I am interested in **internal communications, change management, and strategic communication roles.**

EDUCATION

University of Strathclyde **Glasgow, UK**
MLitt Media and Communications (2:1) *Sept 2022-Nov 2023*

- **Modules:** History of Mediation; Communication in International Context; Intercultural Communications; Strategic Communication; Research Skills in Literature and Communication; Transcultural Fandom and British pop culture.
- **Dissertation:** Redeploying Complex Television in the Netflix Germany Original Series *Dark*

K.L.E. Society's Institute of Dental Sciences **Bangalore, India**
Bachelor of Dental Surgery (BDS), (2:1) *Aug 2012-Sept 2016*

WORK EXPERIENCE

Communications Specialist **Remote**
Volunteer for multiple organisations (NPRA chartered accountant, Consulting Startup) *Dec 2023-Present*

- Researched and wrote **6 SEO optimised articles, 4 blogs and 1 whitepaper document** on specialised subject matter (accounting/tax, cross-border expansion, market entry strategies). **Utilised AI-powered content solutions** to **simplify complex subject matter and improve audience comprehension.**
- **Produced 20+ creatives**, including infographics and supporting graphics via **Napkin AI and Canva**, strengthening **accessibility** and understanding across multiple sectors.
- Collaborated with **executives, founders, and CEOs across 4 client accounts** in accounting and business consulting to develop content tailored to client needs and showcase industry expertise, **streamlining campaigns by 18%.**

Events Coordinator **Glasgow**
Glasgow Film Festival & Glasgow Short Film Festival *Mar 2023*

- Delivered logistics, **coordinated 30+ volunteers**, and managed on-site operations for public film events attended by 1,000+ people, ensuring smooth planning, **clear team communication**, and execution.
- Assisted and trained with **risk assessments, crowd management, and safety compliance** to maintain a secure event environment.

Senior Executive, Internal Communications **Delhi, India**
Pitney Bowes, India *Apr 2020-May 2022*

- **Did COVID-19 crisis communications for 1,000+ employees**, partnering with s**enior leadership and cross-functional teams (HR, IT, operations)** and the India COVID Task Force. Delivered transparent messaging via MS Teams and Outlook, **supported remote/hybrid workforce transition**, and maintained business continuity through effective crisis communication channels in dynamic environments.
- Delivered employee wellbeing campaigns that drove **46% workforce engagement** via digital fitness challenges and wellness events, while increasing **EAP participation by 24%** through targeted storytelling campaigns.
- Advised senior management and function heads on strategic messaging during organisational change, **analysing employee engagement data collected through Microsoft survey tools** to provide actionable insights that shaped phased return-to-office communications.

- **Led DEI-focused communication campaigns** promoting the **Blind Application Process, Special Parenting Leave, and Women's Accelerator Program**, enhancing employee awareness and driving a **12% rise** in participation and engagement within **4 months.**
- Supported COVID-19 communications featured in the **Pitney Bowes 2020 Corporate Responsibility Report**. Created and **distributed monthly newsletters (Canva, PlaceIt)** with company news and crisis updates, boosting **readership by 34%**, and contributed to report content and design.

General Dentist **Delhi, India**
Private Dental Clinic *Mar 2018- Mar 2020*

- **Applied strong communication skills to simplify** medical information, educated patients, managed follow-ups, and maintained long-term engagement with clients in a private practice.

Dental Surgeon **Bangalore, India**
K.L.E. Society's Institute of Dental Sciences *Sept 2016- Nov 2017*

- Developed and delivered a long-term health communication campaign on oral hygiene, cancer prevention, and chronic diseases (diabetes, hypertension) for rural and wage-worker communities with limited formal education.
- Designed visual aids in Microsoft PowerPoint to simplify messaging, strengthen community engagement, and support corporate social responsibility and stakeholder relationships.
- **Planned and executed 12 health communication campaigns with 3 NGOs** at industrial sites, including tobacco factories. **Engaged 500+ workers** through targeted messaging and workshops on cancer and chronic disease prevention, **improving early detection awareness and strengthening stakeholder and community partnerships.**
- Increased regular medical checkup percentage within the community from **17% to 29% through targeted health communication initiatives** and awareness campaigns.

EXTRACURRICULAR ACTIVITIES

- Managed high profile events in promotion, product launches in India.
- Hospitality associate for 63rd and 1st (TGI Fridays).
- Member of StrathTV university society, developed and executed short film productions.
- Held the post of Student Course Coordinator for the academic year 2022-2023.
- Personal Instagram project to explore Scotland and create content to highlight Scottish culture and heritage (@dish_pw).
- Started print-on-demand clothing line, overseeing social media visibility, merch designing and monitoring sales.

SKILLS, CERTIFICATES AND LANGUAGES

- **Skills:** Communications Strategy, Channel Management (MS Office Suite, Intranet), Crisis & Change Communications, Employee Engagement & Recognition Programmes, Social Media Management, Video Editing (Davinci Resolve, Capcut), Content Creation, Analytics.
- **Certificates:** Advanced Diploma in Medical Writing (Sept 2021) Introduction to Generative AI by Google Cloud (Jan 2025), Generative AI for Beginners by Microsoft (Jan 2024), Corporate Communication Masterclass (Jan 2024), Complete Instagram Marketing (Oct 2021), Feature Film Producing (Jan 2024), Television Production (Jan 2024), Writing Tools and Hacks: Copywriting/Blogging/Content Writing (Jan 2024), Final Draft Software for Screenwriting (Jan 2024).
- **Languages**: English (native), Hindi (native), **German (Goethe Zertifikat C1)**, Punjabi (conversational)

REFERENCES AVAILABLE ON REQUEST