

Shashi Bhushan

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Communications | Community Engagement | Project Coordination

Communications and community engagement professional with experience in project coordination, volunteer management, stakeholder communication, event coordination, and content. Holds Bachelor's and Master's degrees in Mass Communication and Journalism. Brings advanced AI and IT expertise to improve processes and support effective communication.

WORK EXPERIENCE

SOLACE a.s.b.l • Luxembourg • 03/2026 - Present

Communications & Project Management (Volunteering Roles)

- Writing project proposals, including the preparation of an EU CERV funding proposal.
- Organising workshops in collaboration with other NGOs and presenting ideas at civic forums.

Touch Base 2025 - Social Business Incubator • Luxembourg • 03/2025 - 06/2025

Social Entrepreneur

- Worked on a pilot project by leveraging incubator resources, technical guidance, and mentorship.
- Conducted market research and executed user interviews to gather actionable data and define project scope.

Byborg sarl • Luxembourg • 10/2022 - 10/2025

Translation Project Coordinator

- Created localisation workflows and agentic AI workflows in Crowdin, demonstrating capacity for analysing data systems.
- Developed training materials, including Style Guides, SOPs and FAQs for freelance contractors.

Amazon EU sarl • Luxembourg • 05/2019 - 01/2022

Localisation Editor

- Led the end-to-end rollout of a new project management tool for the Localisation team.
- Acted as a trusted point of contact for the launch of Alexa in India, managing internal and external stakeholders.

TAG (Vendor for Google) • India • 12/2016 - 01/2019

Localisation Team Lead

- Served as the primary client point of contact for Google, which resulted in an Exceptional Employee award.
- Coordinated project execution across 5 global vendors, establishing quality frameworks and training programs.

Press Trust of India & Times Of India Group • India • 12/2010 - 06/2016

Correspondent Cum Desk Editor

- Tracked and fact-checked high-volume information, maintaining a sharp attention to detail and factual accuracy.
- Produced a series of news reports on unethical and illegal clinical trials, based on interviews with an RTI activist.

EDUCATION

Master in Applied Corporate Management (Executive Degree)

University of Lorraine • Luxembourg • 11/2025 - Present

Certificate in Sustainable Development & Social Innovation

University of Luxembourg • Luxembourg • 09/2022 - 07/2023

Master of Arts (Mass Communication)

Guru Jambheshwar University of Science & Technology • India • 06/2010 - 01/2011

Post Graduate Diploma in Hindi Journalism

Indian Institute Of Mass Communication • India • 08/2009 - 04/2010

Bachelor of Journalism (Mass Communication)

Guru Gobind Singh Indraprastha University • India • 05/2006 - 06/2009

CERTIFICATIONS

Google AI Professional • 05/2026

Coursera & Google

McKinsey Forward Program • 03/2026 - 06/2026

McKinsey.org

Video Podcasting Masterclass • 02/2026

DW Academy

PM² Essentials, Project Management Methodology • 01/2026

European Commission

Introduction to Cybersecurity • 02/2025 - 06/2025

Cisco - LLLC Luxembourg

Verifying Climate Claims • 06/2023

AFP and Google News Initiative

Google IT Support Professional Certificate • 05/2022 - 08/2022

INCO Academy Luxembourg

Digital Journalism • 12/2021

Reuters

SKILLS

Communication: Content Writing, Critical Thinking, Interviewing, Project Lifecycle Management, Proposal Writing, Public Speaking & Presentations, Stakeholder Engagement, Workflow Optimisation

Languages: English and Hindi: Native, French: A2, Luxembourgish: A2

Tools: Adobe Premiere Pro, AI Tools, Canva, CMS, Excel, Google Analytics, Jira, Notion, Office, SharePoint, Social Media

PROJECTS

Citizen Science Project - University of Luxembourg • 09/2022 - 07/2023

- Interviewed 4 stakeholders from nature parks and river partnerships to understand public engagement.
- Conducted usability research with 15 participants on the WaterLinx mobile app.

AWARDS

Citizen Award 2026 • 01/2026

WeCitizens (Supported by Ministry of Family Affairs, Luxembourg)

Exceptional Employee Award • 10/2018

TAG Worldwide for Google

VOLUNTEERING

Foodsharing Luxembourg • 08/2025 - Present

Web Editor

European Commission • 01/2024 - Present

EU Climate Pact Ambassador