

# KRUTHIKA KAMATH

Ph.D. Candidate | University of Wisconsin–Madison

Social movements & women's rights expert with a desire to pursue UI/UX and emerging technologies

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 Madison, Wisconsin

## SELECT RESEARCH & PROFESSIONAL EXPERIENCE\*

### Mixed-Methods Researcher, UW–Madison

*September 2018–present*

Currently analyzing social media and news content of social movements in the U.S. and India by employing a combination of qualitative and quantitative methodologies

### Project Assistant, International Projects Office, UW–Madison

*September 2018–July 2021*

Developed and managed all communication aspects of multiple international university partnership projects. Also created internal and external marketing communication

### Lab Coordinator, Behavioral Research Lab, London School of Economics and Political Science

*January–July 2017*

Managed and monitored multiple research studies, provided extensive administrative support, and created marketing content that increased participation recruitment

### UI/UX Writer, Commonfloor.com

*February–October 2015*

Created and reviewed content for the UI/UX design team that boosted website & app engagement. Also assisted with internal marketing content

### Senior Content Writer, Pink Lemonade Communications Pvt. Ltd.

*December 2013–December 2015*

Created, reviewed and copy edited UI/UX content, short & long content, social media content, and branding content for a diverse range of clients

## SKILLS

- Social media content analysis
- News content analysis
- Rhetorical content coding & analysis
- Qualitative content analysis
- Thematic & narrative analysis
- Structural topic modeling
- Short term & long-term project management
- Content creation & writing
- Copy editing

## TECHNOLOGIES

- Expert
  - NVivo
  - MailChimp
  - WordPress
  - Canvas LMS
  - Google Analytics
  - Adobe Illustrator & InDesign
  - Microsoft Suite & Google Suite
  - Hootsuite
- Proficient
  - R Studio
  - Qualtrics
  - Constant Contact
  - LAN School

## EDUCATION

Ph.D. in Mass Communication (Minor in Gender & Women Studies), 2018–present, University of Wisconsin–Madison, USA

Master of Arts in Global Communication, 2017–2018, University of Southern California, USA

Master of Science in Global Communication, 2016–2017, London School of Economics and Political Science, UK

Bachelor of Arts (Communication Studies, English Literature, and Psychology), 2009–2012, Mount Carmel College, India

\*To request for work samples, email [kkamath@wisc.edu](mailto:kkamath@wisc.edu)

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## PUBLICATIONS

Ghosh, S. and Kamath, K. (2021). "News Sourcing, Gender, and Misogyny in #MeToo India". *Misogyny Across Global Media*, p. 173–190.

Ghosh, S., Su, M.-H., Abhishek, A., Suk, J., Tong, C., Kamath, K., Hills, O., Correa, T., Garlough, C., Borah, P., & Shah, D. (2020). "Covering #MeToo across the News Spectrum: Political Accusation and Public Events as Drivers of Press Attention". *The International Journal of Press/Politics*.  
<https://doi.org/10.1177/1940161220968081>

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## TEACHING EXPERIENCE

### Lecturer, UW–Madison

*June 2023–present*

Teaching J561, a four-credit theoretical journalism course that explores the relationship between mass communication and society. Guided students on how analyze and evaluate media performance and discuss various suggestions for change. Previously taught J335, a four-credit core journalism course that introduces the principles and practices of reporting. Guided students on how to write for print & broadcast news, develop multi-media skills, and think critically

### Lead Teaching Assistant and Section Teaching Assistant, UW–Madison

*January–May 2023*

Oversaw grading, course flow and eight TAs, and taught a section for J202 Mass Communication Practices, a course that focuses on media writing, critical thinking, and developing skills for both informative and persuasive communication

### Lead Teaching Assistant, UW–Madison

*August–December 2022*

Oversaw grading, course flow, and help supervise eight TAs for J202 Mass Communication Practices, a course that focuses on media writing, critical thinking, and developing skills for both informative and persuasive communication

### SOAR Academic Advisor, UW–Madison

*May–August 2022*

Advised incoming undergraduate students on course selection and enrollment, and provided in-depth support and resources in individual academic advising appointments

### Teaching Assistant, UW–Madison

*August 2021–May 2022*

Taught a section for J202 Mass Communication Practices, a course that focuses on media writing, critical thinking, and developing skills for both informative and persuasive communication. Guided students in winning the "Best Pitch" prize in the final project competition

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## AWARDS AND HONORS

2023	Teaching Excellence Award, SJMC, UW–Madison
2022	Inez Kaiser Graduate Student of Color Fellow, AEJMC 2022
2022	Online Fellow, Ph.Digital Bootcamp, Texas State University and Knight Foundation
2021	Student Fellow, Midwestern Association for Public Opinion Research
2021	Leadership Award, SJMC, UW–Madison
2020	1st-place paper in Political Communication Division, AEJMC
2020	Leadership Award, SJMC, UW–Madison
2019	Top Research Paper, Communication Crossroads, SJMC, UW–Madison <i>Paper presented at Big-10 Mini Conference</i>

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