

DR. KRUTHIKA KAMATH

Ph.D. in Mass Communications and Gender & Women Studies



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SELECT RESEARCH & PROFESSIONAL EXPERIENCE*

Researcher, Plant A Insights Group

March 2026–present

Analyze, integrate, and interpret extensive amounts of both qualitative and quantitative data for various industries. Also assist in developing and refining robust research methodologies.

Researcher, UW–Madison

September 2018–August 2025

Utilized a blend of qualitative and quantitative approaches to examine social media and news content related to social movements in both the U.S. and India.

Graduate Assistant, School of Education, UW–Madison

August 2024–August 2025

Delivered administrative support and played a role in carrying out program initiatives and fostering student engagement, while managing the Center for Community and Well-Being's communication and outreach activities.

Project Assistant, International Projects Office, UW–Madison

September 2018–July 2021

Oversaw and coordinated all communication elements for several international university collaboration projects. Additionally, developed marketing communications for both internal and external audiences.

Senior Content Writer & Editor, Pink Lemonade Communications Pvt. Ltd.

December 2013–December 2015

Created, reviewed, and copyedited UI/UX content (short and long-form content), social media content, and branding materials for a range of clients.

INTEREST AND PASSION

Convert complex concepts into easily understandable ideas, develop new strategies to fulfill customer requirements, apply DEI principles to advance technology, and excel in dynamic environments that offer opportunities for continuous learning.

SKILLS

- Social media content analysis
- News content analysis
- Rhetorical content coding & analysis
- Qualitative content analysis
- Thematic & narrative analysis
- Structural topic modeling
- Focus groups
- In-depth interviewing
- Short term & long-term project management
- Content creation & writing
- Copy editing & proof reading

TECHNOLOGIES

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

EDUCATION

Ph.D. in Mass Communications (Minor in Gender & Women Studies), 2018–2025, 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 krkamath601@gmail.com

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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>

TEACHING EXPERIENCE

Lecturer, UW–Madison

June 2023–August 2024

Taught 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. Also 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

AWARDS AND HONORS

2023	Teaching Excellence Award, SJMC, UW–Madison
2022	Inez Kaiser Graduate Student 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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