

# Kritika Narula

COMMUNICATIONS CONSULTANT

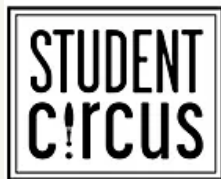
[KRITIKANARULA.COM](http://KRITIKANARULA.COM)

## Executive Profile

I am a research and media professional with a demonstrated proclivity towards new media and a history of working in health and education industries, across digital publications and especially with startups in their growth phase. I have worked with organisations in the US, the UK and India,

## Current Work: Freelance

Communications and  
Editorial Consultant,  
Student Circus Pvt  
Ltd



[www.studentcircus.com](http://www.studentcircus.com)

Student circus is a niche job search platform that enables International Students secure jobs in the UK.

I work with the founders on the ideation of a marketing communications strategy. I conduct market research with various stakeholders, capture marketing insights and create communications collaterals for the new launches and projects.

—THE—  
MENTAL  
HEALTH  
MIRROR

Creator  
The Mental Health  
Mirror  
[thementalhealthmirror.com](http://thementalhealthmirror.com)

I often sit at the intersection of digital media, memes, social justice, culture, mental health and then I write about it. I have launched The Mental Health Mirror aimed at chronicling and tracking the changing landscape in the field, with empathy.

## Writing Portfolio

## Contact Details

Email:  
[kritikanarula18@gmail.com](mailto:kritikanarula18@gmail.com)

Phone:  
+91 9582244956

## Work Background

**Qrius (Formerly The Indian Economist) | Apr '19 - Apr '20**  
Staff Writer, Creative Labs Division

- Copywriter for marketing and SEO content for corporate clients in the business, finance and insurance sector.
- Conceptualised blogs, video scripts and podcast scripts

**University of Glasgow | May 2018 - Sep 2018**

Marketing and Conversion Intern, College of Social Sciences

- Liaison with appropriate College contacts to gain programme level support information to accurately advise students.
- Administrative support to the College marketing and recruitment team
- Undertook market research activities relating to target markets and/or target postgraduate taught programmes

Feasibility Study Intern, Estates & Commercial Services

- Conducted feasibility study into the development and launch of an online ordering and pre-payment app allowing food and drink to be purchased and collected from catering outlets on campus
- Worked with various stakeholders within the University (across Hospitality department, communications etc) to ensure smooth launch
- Conducted a horizon-scan of similar apps/developments and uptake by field visits to other Universities in Scotland

**Massachusetts Institute of Technology | July 2016 - May 2018**

Research Assistant

- Led co-creation workshops with various stakeholders
- Managed and coordinated the efforts of a team of transcribers
- Contributed to day-to-day field operations in Delhi, inc. surveys, focus groups, or interviews, meeting with potential partners, contributing to reports and giving presentations and updates about the project to relevant audiences.

## Education

**University of Glasgow, Scotland**

MSc Media Management (Distinction) 2018

- Graduate Award, Adam Smith Business School
- University International Leadership Scholarship, University of Glasgow
- Copy Editor, Glasgow University Magazine
- Dissertation on Commercial and Artistic Imperatives of Using Social Media as a Storytelling Platform

**University of Delhi**

Bachelors in Commerce (Honours) 2016

- Editor-in-Chief, Think Tank, Magazine of the Department of Commerce
- Principal's Honor Roll for exceptional entrepreneurial skills and journalistic abilities
- D.R. Gulati Memorial Prize For Best All Round Achiever Of The Commerce Department
- President, Women's Development Cell, 2014-15