

Phone and Email:  
On request

**ANIKA GUPTA**  
digitalanika.com  
Washington DC

## EXPERIENCE

### **WRITER & RESEARCHER**

Washington, DC  
July 2017 – Present

I study and write about trends in digital media. Credits include a strategy guide for the “Coral Project” on emotional labor in online moderation, as well as ongoing user research with the Membership Puzzle Project in New York, for which I’m interviewing public media experts and stations around the country to understand innovations in membership. I also organize industry conferences that focus on technology, including a panel on computational approaches to engagement for the upcoming Computation & Journalism Symposium in Evanston, IL.

### **NATIONAL GEOGRAPHIC**

Washington, DC

#### ***Product Manager, Consumer Products***

July 2016 – July 2017

Manage all aspects of product development for diverse products, including: Your Shot, NG’s only user-generated photo community; contests, a major community-driven traffic-driver to our owned and operated sites; and Geno, a new consumer-facing mobile app for NG’s popular Genographic DNA testing kit. In this role, I partner with analytics to define success for new features, with ad sales to translate engagement and community into business value, with technology to develop a roadmap for successfully executing new features, with editorial team to understand how to build content users will love, and with UX/design to ensure that we never stop listening to our users.

### **MIT DESIGN LAB**

Cambridge, MA

#### ***Research Assistant***

2014-2016

I worked collaboratively to design and execute large-scale international user research projects for global clients. Led teams that included part-time and remote designers and technologists. Used a variety of qualitative methods, including interviews and ethnographic immersion.

### **CNN IBN**

New Delhi

#### ***Product Manager***

2013-2014

I led the development and launch of *Citizen Journalist*, an online user-generated content community for the Indian TV channel CNN IBN. I also ran election-related hybrid TV-digital products. I used partnerships and new features to tap into India’s young and digitally-savvy population, and reported directly to the founder and CEO of the network. I launched several partnerships with youth-oriented new media startups, managed daily editorial and social media strategy and produced regular reports on engagement metrics. Management: editorial team of 3.

### **HACKS/HACKERS NEW DELHI**

New Delhi

#### ***Co-Founder, New Delhi chapter***

2012-2014

I started the New Delhi chapter of Hacks/Hackers. I structured and led events that brought together executives from across news and technology. Organized Hack4Change India.

### **SCIENCE, TECH AND BUSINESS JOURNALIST**

2009-2012

- Wrote about entrepreneurship, technology and policy as a freelancer, for *the Guardian*, *Fortune.com*, the *Nikkei Asian Review*, *Smithsonian* and others
- Served as first web editor for Indian business publication *Business Today* (2011-2012)
- Covered the science and technology beat, full-time, as a reporter for national English-language *Hindustan Times* newspaper (2009-2010)

## EDUCATION

### **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**

Cambridge, MA

*Master of Science in Comparative Media Studies*

June 2016

Thesis: “Towards A Better Inclusivity: Online Comments and Community at News Organizations”

### **ACTIVITIES**

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- **Co-Organizer, #BeyondComments.** Worked with MIT's Future of News Initiative and the Coral Project to organize an inter-disciplinary day-long event around audience engagement in news
- **Presenter & Facilitator,** at numerous journalism conferences and events, with a focus on how users are transforming the media industry. Speaking credits include: a panel at Poynter's 10UP Summit on user participation in news (August 2016), a presentation on community moderation (Allied Media Conference, June 2016), a workshop on audience engagement at the Georges Conference for college journalists hosted by the Nieman Foundation at Harvard (April 2016).

### **PUBLICATIONS**

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- "Bringing Collaborative Journalism to the Issue of International Migration: An Interview about the 19 Million Project." Media Fields Journal, Issue 12: Media and Migration.  
<http://www.mediafieldsjournal.org/>
- "Towards a Better Inclusivity: Online Comments and Community at News Organizations." MIT. 2016. <http://hdl.handle.net/1721.1/104258>
- "What I learned from #BeyondComments." Medium.com. March 7, 2016.  
<https://medium.com/@DigitalAnika/what-i-learned-from-beyondcomments-f44332b29a9>

### **SKILLS**

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- Extensive training and practice with qualitative and design research processes, familiarity with prototyping tools and Adobe design suite, WordPress, Google Analytics, JIRA, Trello, Agile
- Languages: English, Hindi, Spanish