

# Nandita Godbole

United States

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## Summary

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A native of India, Nandita is an internationally known entrepreneur, writer/author, and a multi-faceted consultant.

- **Dynamic Thinker:** Encouraging engaging experiences; facilitating conversations to support authenticity.
- **Positive Disruptor:** Changing the publishing and journalism spaces by actively amplifying unsung stories.
- **Cultural Sensitivity & Inclusion Advocate:** Continually offering thought provoking and current perspectives around inequities in publishing, supporting marginalized identities, preserving the delicate nature of immigrant culture, decolonizing holistic wellness and other conversations.

## Experience



### **CEO. Founder. Entrepreneur. Author. Consultant.**

Curry Cravings™ LLC

Mar 2005 - Present (18 years 4 months)

[www.currycravings.com](http://www.currycravings.com) | [www.currycravingskitchen.com](http://www.currycravingskitchen.com)

- **Dynamic Thinker:** Encouraging a shift away from traditional models of client engagement from linear modules to immersive and vibrant experiences. Elevating the discourse around culture and cuisine towards the preservation and appreciation of heritage recipes and narratives.
- **Positive Disruptor: Editorial & Publishing:** Indie author of 5 niche topic, Indian cookbooks, and 1 biographical fiction. Amplifying authentic stories.
- **Creative Disruptor: Design & Art Direction:** Single-handedly executing all parts of production, including but not limited to writing, developing infographics, art and graphic design, photography, indexing, and building marketing collateral.
- **Press/Publicity:** Through unconventional ways, have established readership of books in 30+ countries, built and executed marketing campaigns, press-releases, and a variety of visual content for engagement.
- **Website/Social Media Presence:** Actively manage two websites, and maintains presence on social media platforms including Instagram and Twitter.
- **Trademarking Intellectual Property:** The brand 'Curry Cravings' is trademarked with the USPTO since 2014.
- **Published Titles:**
  - A Dozen Ways to Celebrate: Twelve Decadent Feasts for the Culinary Indulgent (2014)
  - Crack the Code: cook any Indian meal with confidence (2016) foreword by Faye Levy, in second reprint.

- Ten Thousand Tongues: secrets of a layered kitchen (& companion cookbook) foreword by Neela Paniz (2018)
- Roti: 40 Classic Indian Breads & Sides foreword Raghavan Iyer & Ken Albala (2019), in second reprint.
- Seven Pots of Tea: an Ayurvedic approach to sips & nosh foreword Suvir Saran (2020)
- Masaleydaar: Classic Indian Spice Blends. Foreword Colleen Taylor Sen (2023)



## **Freelance Journalist**

### **Freelance**

Jan 2006 - Present (17 years 6 months)

Portfolio: [www.currycravings/contently.com](http://www.currycravings/contently.com)

- Evocative Journalism: Continually offering thought provoking and current perspectives for national & international publications on topics such as: publishing, holistic wellness, protecting marginalized identities, immigrant culture, social justice, parenting, pop-culture and others. Includes reported and SEO-driven pieces.

Clients include parent companies of: Washington Post, Eater (SF, LA & ATL), Atlanta Magazine, Healthline, Epicurious, Thrillist, Food.com, PopSugar, StyleCaster, AirBnB, The Noshier, Eva Air, Huffington Post (USA & India), Brown Girl Magazine, Anti-racism Daily, The New Southern Fugitives, Verve Magazine (India), Wine4food.com, eatsomethingsexy.com, Khabar Magazine, The Times of Israel, Wear Your Voice Magazine, Indian Women's Blog, Entrepreneurial Chef, Thrive Global etc.

Subject matter expertise to clients including: Martha Stewart Living, Conde` Nast Travel, BBC-Futures, CNN-Travel, Forbes, NBC, Washington Post, Taste Cooking, The Kitchn.com, Broadly, Nubi Magazine, The Jerusalem Post, WFAE (Charlette's NPR) Refinery29, examiner.com, Atlanta Business Chronicle, Khabar Magazine, The Sunday Guardian, The Hindustan Times, Toast Fried, The Take-out, Bon Appetit, etc.

Active AAJA Member.



## **Park Visioning Co-ordinator / Graphic Designer**

### **Park Pride**

Nov 2005 - Aug 2010 (4 years 10 months)

- Established Design Standards: Instrumental in developing design standards for all outgoing project files, for a small non-profit.
- Established Core Marketing Collateral: Instrumental in creating cohesive and professional project files and documents for all stages of fund-raising, recommended best-practice guides for city parks, and volunteer efforts.
- Established Style Guide for Annual Conference: Instrumental in creating collateral for annual conference, designed banners, table-tents and brochures, as well as all conference-related materials.
- Lead or Assisted Community Workshops: Became an integral part of the organizations' community building efforts, as well as educational and resource programs.
- Press: Wrote about or presented the organizations' work to national organizations.

- Community-centered Coordinator: Being an approachable intermediary and resource for community members attending public events.



### **Landscape Architect, Intern**

Wade Trim

Aug 2000 - Sep 2001 (1 year 2 months)

Entry level landscape architect & graphic designer

- Internship: Assisting senior staff in their design projects.
- Designer: Creating project notebooks for public display, marketing collateral.
- Community-centered Cultural Sensitivity Liaison: Working with special groups, such as the Little Traverse Bay Band of Ottawa Indians, to ensure that their cultural & design needs were being addressed.



### **Research Assistant and Teaching Assistant, various departments**

University of Illinois Urbana-Champaign

Jan 1996 - Aug 1999 (3 years 8 months)

University of Illinois at Urbana-Champaign: Research Assistant and Teaching Assistant, various departments

January 1996 - August 1999

- Aug. 1998 - Aug. 1999: Research Assistant: Robert Allerton Park and Visitors Center, Monticello, IL
- Publishing: Worked directly with University of Illinois Press to create several publications instrumental in fundraising efforts, as well as books to catalog the parks' history, and a children's field guide to the trails, floral and public art on the large estate. 'History of the Allerton Gardens', 'Access Allerton: The Accessibility Brochure', 'The Children's Guide to Allerton Park' and 'The Farms: A History of the Allerton Farms'.
- Accessibility Guides: Created an accessibility brochure, an audio tour for visually impaired visitors.
- Jan. 1997 - May 1998: Program for the Study of Religion
- Jan-May '98: Research Assistant: Assisted Professor Rajeshwari Pandharipande with research in Linguistics, South Asian Diaspora & Hinduism.
- Jan-Dec '97: Teaching Assistant: Assisted Prof. R Pandharipande with RELST 101: Introduction to Religious Studies / Asian Mythology, covering Hinduism, Buddhism, Taoism & Shinto religions.
- Jan-Dec. 1996: Dept. of Landscape Architecture
- Sept-Dec. '96: Research Assistant: for Imaging Lab and East St. Louis Action Research Project – ESLARP to provide web updates and community volunteer workdays.
- Jan-May 1996: Teaching Assistant: for "LA 170: Introduction to Behavioral & Cultural Factors in Design".



### **Landscape Architect, Intern**

Michael Goldschmidt, Architect

May 1998 - Aug 1998 (4 months)

- Summer Internship



### **Lecturer**

Mithibai College

Aug 1994 - Oct 1994 (3 months)

Lecturer for undergraduate and graduate studies in Botany.

## Education

### **University of Illinois Urbana-Champaign**

MLA, Landscape Architecture

1995 - 2001

Thesis Research:

User-dynamics in two neighborhood parks in Mumbai, India. This research is a one-of-a-kind look at the interaction between public spaces and neighborhoods in Mumbai (Bombay) India, the importance of design elements and their interpretations.

Recognitions:

MLA: Special Commendation: 2003 ASLA National Student Design Competition, Individual Graduate Research Category, Special Commendation for Graphic Design Communication.

Master's Thesis Research Grant, April 1999: University Of Illinois at Urbana-Champaign, IL, Awarded by Graduate College towards Thesis Research.

Relavant Conference / Speaking Engagements:

PUKAR (Mumbai, 2004); edra34 (Minneapolis, 2003); IFLA-38 (Singapore, 2000); UIUC (Urbana-Champaign, 1998); City, Space and Globalization (Ann Arbor, 1998).



### **University of Mumbai**

MSc, Botany

1992 - 1994

Specialization: Taxonomy, Economic Botany and Pharmacognosy. Served as a guide for undergraduate students while completing Master's, and provided career guidance following completion.

Merit Rank - May 1994: Second in the Merit list at Master's level in Botany, at University of Bombay, India.



### **University of Mumbai**

Bachelor's Degree, Botany

1989 - 1992

Botany, Horticulture, Taxonomy, Pharmacognosy and Economic Botany.



### **Savitribai Phule Pune University**

High School Certificate, Science

1987 - 1989

High School



### **Auxilium Convent**

Secondary Schooling Certificate, General

1982 - 1987

Secondary Education



### **Gainesville State College**

Contd. Ed: Sustainable Trail Building Workshop

2010 - 2010

Trail Building School teaches Trail Design, Building, and Maintenance for creating Sustainable Trails, in a two day workshop. This particular workshop was part of Paulding County's SORBA / IMBA efforts to create better trails in the area.



### **The Art Institutes**

Cont. Ed, Design Workshop Package

2008 - 2008

This design workshop provided additional skills needed to improve the packaging of design processes and products presented through Park Pride, and helped improve overall communications. I believe that ease of navigation of visual media and effective design communication improves the understanding of concepts, and positively impacts public input as well as their participation in projects.

## **Licenses & Certifications**



**Masaleydaar** - County of Orange, Environmental Health Division



**ServSafe Food Protection Manager Certification** - ServSafe

Issued Mar 2011 - Expires Mar 2016

n/a



**Junior Trail Builder** - National Trail Building Association

n/a



**Curry Cravings: Licensed Small Business**

Issued Jan 2011 - Expires Dec 2023

15291



**Fulton County / Substitute Teacher Certificate** - STEDI.org

## **Skills**

Cookbooks • Sustainability • Landscape Architecture • Event Management • Event Planning • InDesign • Public Speaking • Adobe Creative Suite • Parks • Graphic Design