AMBICA GULATI

Journalist, Senior Editorial
Professional, Multimedia Storyteller

From editorial strategy and reporting to creative direction, commissioning, editing and production, I bring stories and publishing projects from concept to completion.

ambicagulati@gmail.com | queenoftreasures.com
Instagram: @ambicagulati | LinkedIn: in/ambicagulati



Experience

- Over 26 years of experience across the media landscape.

- *Subjects*: travel, environment, lifestyle, wellness, intuitive arts, business, development, arts, culture, books, cinema, along with global perspectives.

Expertise

- Strong foundation in **long-form journalism**, magazine editing, creative direction, photo curation
- Work spans **ideation, reporting, research, interviewing and storytelling across print and digital media**, alongside **photography, video and podcasting**
- **Cross-functional work with** photographers, designers and production teams, coordinating freelancers and contributing to commissioning, editing and publication production.

Formats & Media

- Print and Long-form
- Interviews
- Reviews
- Features
- Essays
- Fiction

- Digital and Short-form
- Social Media Posts
- Photography
- Videos
- Podcasting
- Multimedia Storytelling
- Visual & Creative Layouts

Platforms & Photography



QUEEN OF TREASURES
Independent Digital Magazine
Founder & Editor
(2012 to Present)



ISTOCK BY GETTY IMAGES
Contributor, Licensed Photography
(2022 to Present)

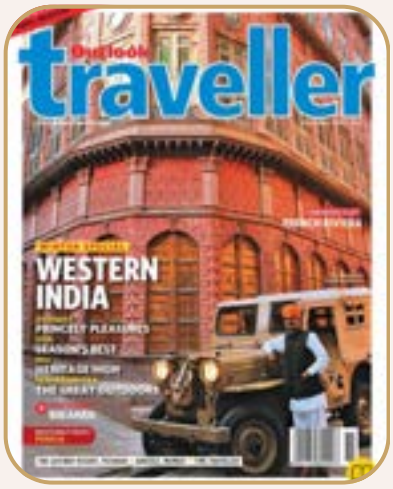
Magazines



SWAGAT
Deputy Editor (2008-2011)



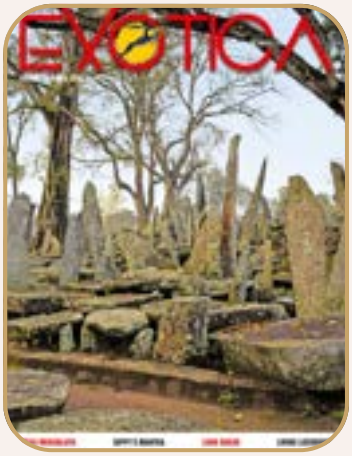
GOA: SUGAR 'N' SPICE
Swagat, Sep 2009



OUTLOOK TRAVELLER
Deputy Editor
(2016-2017)



NORTHEAST ADVENTURES
Jan 2017

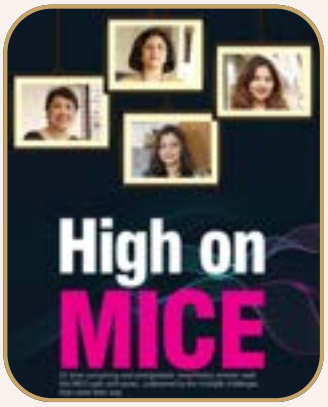


EXOTICA
Freelance Contributor
(2018-2021)



MEGHALAYA: JOURNEY TO THE CENTRE OF THE EARTH
Exotica, June 2020, also my cover photograph (*left*)

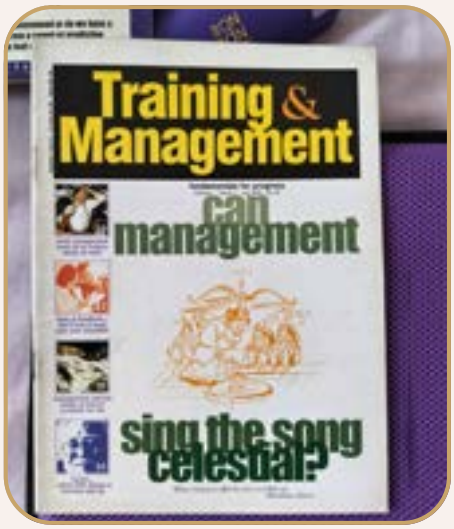
Magazines



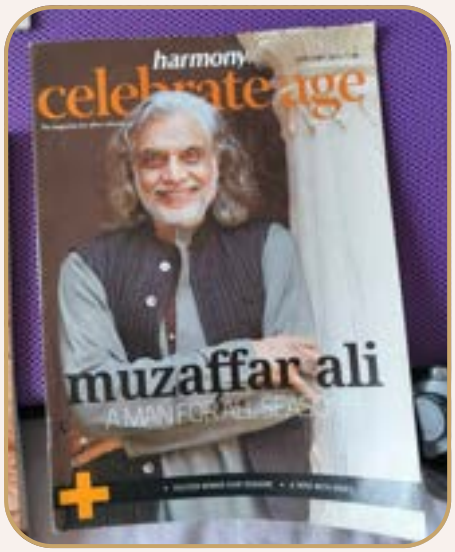
DURGA DAS PUBLICATIONS
Deputy Editor
(2015-2016)
I edited four magazines: MICE Talk, Hospitality Talk, FHRAI, Cargo Talk



LIFE POSITIVE
Senior Correspondent
(1999-2001)



TRAINING & MANAGEMENT
Editor & CEO
(2001-2008)



HARMONY
Freelance Contributor
(2014-2018)



FEMINA
Freelance Contributor
(2018)

Magazines



INTERVIEW WITH DELHI CM LATE SHEILA DIKSHIT
Contributor
PATA COMPASS
(Sep/Oct 2012)



TRAVELOGUE ON KOHKA WILDERNESS CAMP
Contributor
Spice Route
(Nov 2017)



THE DIALOGUE
Freelance Contributor
Travelogues on Jaisalmer, Bikaner
(2019)



DOC 'N' DOC
Freelance Contributor
(2012)

Newspapers







THE TIMES OF INDIA
Freelance Contributor
Three articles on South Korea (May 18, 2015)



THE NEW INDIAN EXPRESS
Principal Correspondent
(2003)



SAKAL
Freelance Contributor
(2019-2020)

Newspapers



PATRIOT
Freelance Contributor
(2018-2022)

Supertech Twin Towers: Between 9 seconds of demolition and 90 days of debris, an aura of fear
(August 27, 2022)



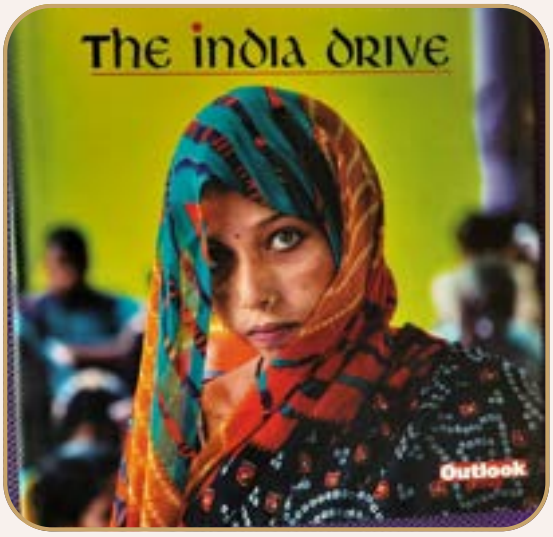
Slither!
Patriot, July 19, 2018

DECCAN CHRONICLE
Freelance Contributor
(2018)

Soulful Seoul Sojourn
Deccan Chronicle,
Apr 8, 2018

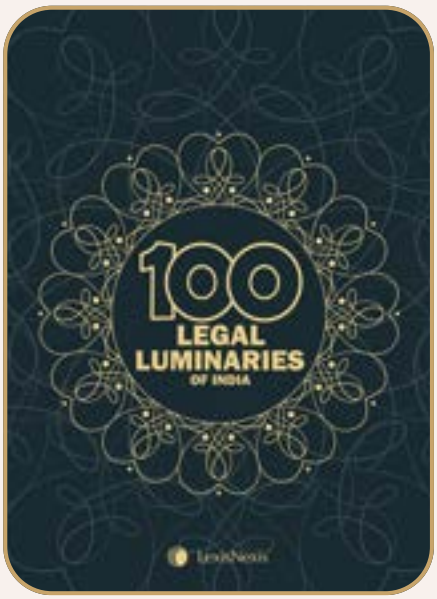


Coffee Table Books





THE INDIA DRIVE
(CSR)
Project Editor
Publisher: Outlook Group
Responsible for end-to-end project completion, from ideation, budget, reporting, logistics, commissioning, designing
(2018-2022)

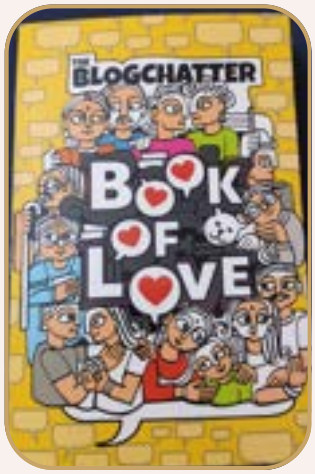


100 LEGAL LUMINARIES OF INDIA
Freelance Contributor
Publisher: LexisNexis
(2014-2016)

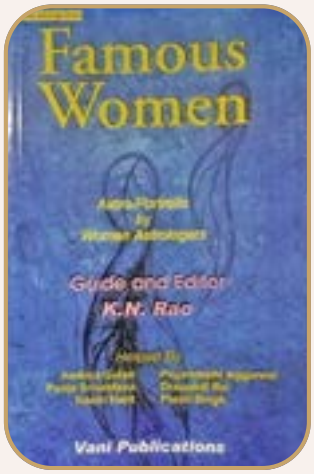
Books



MONUMENTS OF THE WORLD
Cutout books for children 2 years+
Publisher: Om Books International
(Feb 2019)

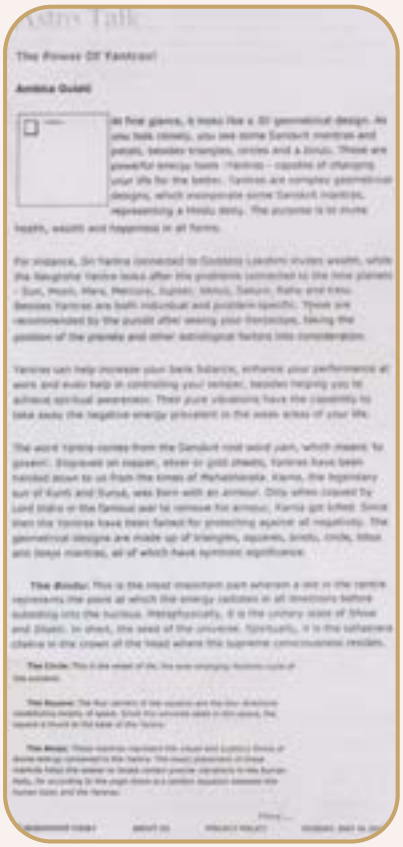


THE BLOGCHATTER BOOK OF LOVE
Anthology to which I contributed a fiction story, *Soulmates: Whispers of Destiny*
Publisher: Readomania
(Sep 2023)

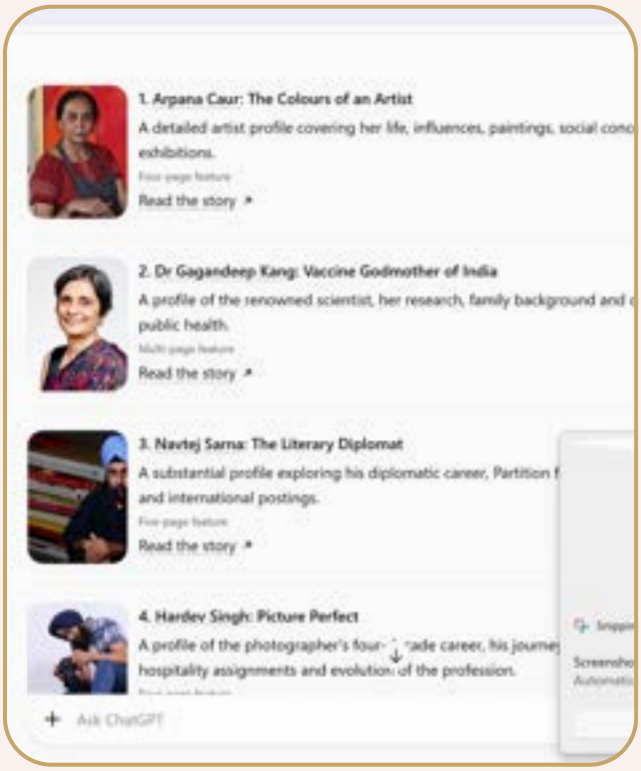


FAMOUS WOMEN: ASTRO-PORTRAITS BY WOMEN ASTROLOGERS, EDITED BY K.N. RAO
I contributed on IPS Kiran Bedi and the Epilogue
Publisher: Vani Publications
(Sep 2013)

Digital & Multimedia



THENEWSPAPERTODAY.COM
Freelance Contributor
(2001)



THEGLOBALSIKHTRAIL.COM
Freelance Contributor
(2018-2024)



SUPOSHIT BHARAT
Project Editor
Outlook Group
(2021)
Contributed articles, social media, panel talks

Digital & Multimedia



AUTHOR INTERVIEW FOR BLOGCHATTER
A chat with author Richa Mukherjee
on crime, comic timing and thrillers
(Sep 2024)



PODCAST ON THE JCB LONGLIST WITH BLOGCHATTER
(2023)

ASKMEONTRAVEL.COM, ASKMEONWELLNESS.COM, ASKMEONEDUCATION.COM
Freelance Contributor
(2015-2016)

Media & Recognition



INDIGENOUS FLOWERS, THE BREAKFAST CLUB, CNN-NEWS18

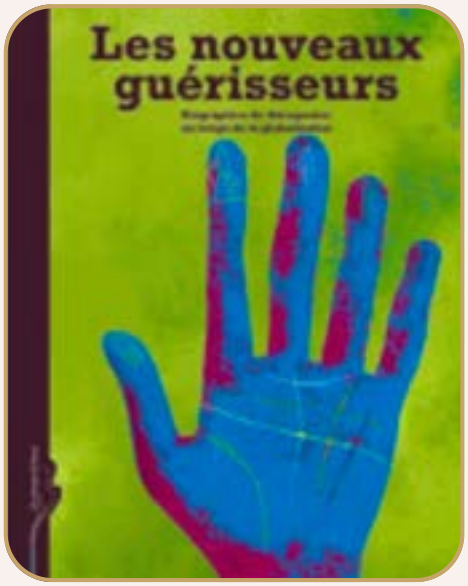
(Feb 7, 2025), invited as guest speaker when my post *The Magical World of Flowers* on Queen of Treasures was discovered via Google



INTERNATIONAL CONFERENCE, JOURNALISTS ASSOCIATION OF KOREA

Global Climate Issues and the Role of Journalism held on Apr 20, 2021 via Zoom. Attended the annual conference thrice: 2015, 2020, 2021.

Media & Recognition



An article by Ambica Gulati, "**Birth: In whose hands?" (Life Positive**, Aug 1999), is cited in Pascale Hancart Petitet's chapter, "*Les derniers jours de Palavankodie*" in the academic book *Les nouveaux guérisseurs. Biographies de thérapeutes au temps de la globalisation*, edited by Laurent Pordié and Emmanuelle Simon. Éditions de l'EHESS, Paris.
Article is listed in the bibliography on page 110.





My story on badminton club for seniors in Delhi's Freedom Fighters' Enclave (*Harmony*, Feb 2014) won the club a place in the **Limca Book of Records**

Media & Recognition





From the Great Wall of China to India's Taj Mahal and Italy's Leaning Tower of Pisa, writer Ambica Gulati has written a series of six travel books, aimed at children aged three to 10. All six were published in 2019 as cutout books made to resemble the monument explored within.

The books are part of a series called *Monuments of the World*, published by Om Books International. There's one on America's Statue of Liberty, another on the pyramids of Egypt, and a little volume on the Eiffel Tower in France. In each one, a family explores an iconic piece of built heritage in their own country.

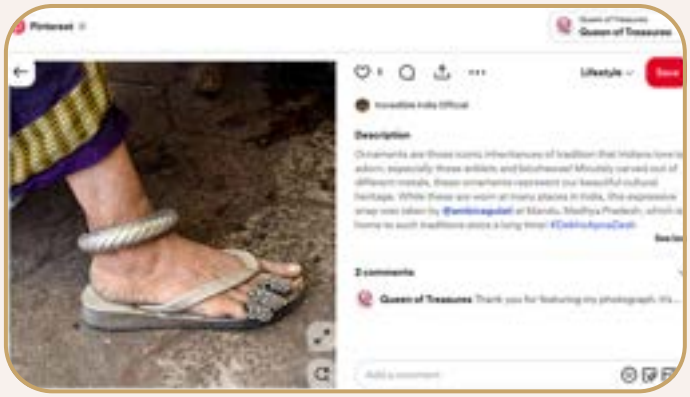
Details are offered in the form of conversations between the family members, framed in short, simple sentences. "I think our children must be exposed to different subjects and to content that is both fun and educative," said Gulati. "This travel series with great illustrations aims to do just

INDIAN BOOKS FOR CHILDREN

Monuments of the World
featured in **Hindustan Times**
(Jan 21, 2021)



Quoted **in Asian Age**
on energy healing
(Sep 18, 2000)



Featured by **Incredible India Official on social media**
An original photograph from Mandu, Madhya Pradesh, featuring traditional silver foot ornaments, with photographer credit to Ambica Gulati.
Campaign hashtag:
#DekhoApnaDesh

Media & Recognition

29 May 2019 12:05 AM

While creating a fake sob story or amassing bot followers to become an overnight influencer is not a new practice, many aspiring influencers

another popular influencer. Ambica Gulati, an independent journalist, and blogger mentions, "Since most people following the influencers are either competitors or brands, I don't feel anyone with vested interests can be genuine and that reflects. When an influencer is being paid good money or goods, then their goal is surely an undercurrent of "I got it. And that's about it." But, there are also genuine experts with professional background and knowledge, who share live examples from personal experiences and

INFLUENCER MARKETING TAKES A BACKSEAT

Quoted in **Deccan Chronicle** (May 29, 2019)



lifestyle

DON'T KISS AND TELL

WHY IS IT THAT CELEBRITIES ON *KOFFEE WITH KARAN* HAVE NO QUALMS ABOUT TALKING LOOSELY AND SAYING THINGS ABOUT PEOPLE THEY WERE ONCE IN A RELATIONSHIP WITH? THIS ATTITUDE IS UNCALLED FOR

Quoted in **Asian Age** (Dec 2023)

Media & Recognition



road.

2. **Ambica Gulati**, Travel blogger, **(atravellerswishlist.com)**, says, "When I travel alone, I normally send all my details on the mail to a family member, so they know whom to connect with in case there is an emergency. I also keep a written note in my bag with my address and contact, so that my family can be reached at any time in case an emergency happens."

6 PRACTICAL SAFETY TIPS FOR SOLO FEMALE TRAVELLERS

Quoted in **India Today** (Jun 8, 2015)



चुनार किले के सौंदर्य से रूबरू हुए एससीओ प्रतिनिधि, पर्यटक

Local newspaper coverage on trip organised by **Uttar Pradesh Tourism** for offbeat Varanasi (Dec 2022)



Preface to the Third Edition

Mentioned by renowned astrologer K.N. Rao in his book ***Yogis, Destiny and the Wheel of Time***



Medium DAILY DIGEST

Today's highlights

Corbett: The Green Community

After the safari in the famous Jim Corbett National Park, dig into an organic meal, discover the pleasure of...

Ambica Gulati 9 min read

Medium picked up my post on **Green Community in Corbett** for their Mar 19, 2018 newsletter