



University & MBA Admissions Advising

THE RED PEN

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THE RED PEN

ABOUT US

The Red Pen is a premium education advisory service. Our advisors help you plan, prepare and navigate the application process for undergraduate studies and MBA programs outside India. The Red Pen specializes in providing quality education advisory services. We are your partner in planning and preparing for overseas undergraduate studies and MBA programs. Every applicant is different and we are committed to helping you understand the application process, take ownership with confidence and express your academic achievements and individuality with passion. The Red Pen consultants have global experience in markets such as the US, UK, Canada, Singapore, Hong Kong, Germany and the Middle East, which results in rich and diverse perspectives on international universities and admissions strategy.





THE RED PEN

WHO WE ARE

“

Education is not the preparation for life; education is life itself.

”

Kimberly Dixit and Kavita Mehta founded The Red Pen, a premium education advisory service for applicants who aspire to study abroad, in 2011.

Kim and Kavita grew up in the US only to meet in Mumbai and discover that they shared a common passion and connection – each was actively involved in helping people with their higher education questions and applications. They pooled their considerable knowledge and assembled a highly qualified team of advisors. Based in Mumbai, India, the company has a presence in Singapore.

The team's educational qualifications include the world's top institutions such as The Wharton School, Duke University, Harvard Business School, Stanford University and University of Oxford. The Red Pen consultants have global experience in markets such as the US, UK, Canada, Singapore, Hong Kong, Germany and the Middle East, which results in rich and diverse perspectives on international universities and admissions strategy.

Who we are

OUR LEAD TEAM

Kavita Mehta
(CEO & Co-Founder)



Kimberly Dixit
(President & Co-Founder)



Margaret Wells
(Director, Singapore)



Namita Mehta
(Undergraduate Services
Manager)



Vrinda Jalan
(MBA & Postgraduate
Services Manager)





THE RED PEN

WHAT MAKES US DIFFERNT



We offer a customized service that focuses on empowering clients and makes them feel at ease with the process. Our style is informal but we are highly engaged with clients every step of the way. Our multi-disciplinary approach, global experience and extensive network of contacts at both undergraduate colleges and MBA programs enables us to provide clients a holistic perspective to help them achieve their higher education goals. For students and parents, The Red Pen consultants are like study abroad coaches - we educate and motivate, edit and practice, cheer and sympathize and steer our clients in the right direction through the admissions process.

Our organization and its consultants practice ethical and respectful behavior in interactions with our clients, their families, schools and the public. We do not exchange payment with university admissions offices. Our consultants practice within the boundaries of their competence. We are straightforward about what we are and are not capable of doing. We recognize that each student is different and, after a professional evaluation, we give advice that is relevant to the student's background and goals. We continually enhance our knowledge through campus visits, conference attendance and other professional development activities.



THE RED PEN

SERVICES OFFERED

SCHOOL & UNDERGRADUATE SERVICES

MBA & POSTGRADUATE SERVICES

WORKSHOP SERVICES

Our approach is like a sports coach – we are there to pull you along, give advice, yell when necessary but in the end, you are the one who has to run the race. Understanding the process empowers you to build confidence and prepare you for your studies abroad. The Red Pen specializes in providing advice on college admissions and MBA program strategy and the application components. We do not provide test preparation services. We are happy to refer clients to professionals who provide these services.

SCHOOL & UNDER- GRADUATE SERVICES

Preparing early is the best way for students and their families to become familiar with the requirements and timelines of the college admissions process. Focusing as early as class 8 can help you take control of the process at a comfortable pace, reduce stress and build confidence to showcase your individuality and talents. The Red Pen can help you at any point in the process. For students in class 8, 9 or 10, we provide early guidance on profile building with advice on school subject streams, board curriculum and extracurricular activities. For students in class 11 and 12, we focus on the admissions strategy, application components, requirements, submission and follow up.



CLASS 8-10

- Assistance with board selection (IB, ISC, CBSE, IGCSE, ICSE, etc.)
- Guidance on & review of school applications
- Undergraduate college preparation advising
- Creation & maintenance of resume
- Advice on extracurricular activities & projects
- Progress tracking against required checkpoints

CLASS 11-12

- Progress tracking against required checkpoints
- Undergraduate college admissions & application advising
- Undergraduate college selection assistance
- Guidance on financial considerations
- Creation & maintenance of resume
- Essay brainstorming & editing
- Application form review
- Development & execution of custom college tours & visits
- Interview preparation
- Oxbridge interview training

OTHER GUIDANCE

- Video taped mock interviews
- Boarding school advising
- Customized services

MBA & POST-GRADUATE SERVICES

MBA applications require significant investment of time, money, discipline, and personal commitment. At The Red Pen we work with you to better understand why you feel an MBA is important. To help get the most value out of the business school experience, we give you advice on various programs and help you identify the academic culture and curriculum that are aligned with your aspirations and qualifications. We work with you to develop your resume and application components, focusing specific attention on the essay, a crucial and distinguishing factor of your application. The Red Pen will work with you from the initial brainstorming and drafting stages to the final presentation of the different essays required by each program. We help you translate your experiences into effective and impactful messages that truly reflect your strengths. And, after your application is submitted, we will help you with interview preparation and follow up.



MBA

- Business school & program selection
- MBA application advising
- Creation & maintenance of business school application resume
- Essay brainstorming & editing
- Application form review
- Interview preparation
- Videotaped mock interviews
- Business school planning for undergraduates & recent graduates

OTHER

- Postgraduate planning for undergraduates & recent graduates
- Assistance with other graduate school applications on case-by-case basis



WORK- SHOPS



The Red Pen conducts workshops focusing on distinct areas of the admissions strategy and application process for international higher education institutions. These are designed to provide a general overview, bridge knowledge gaps and promote a better understanding of educational culture in different countries. We also organize custom tailored workshops that focus in depth on various aspects of studying abroad that are of interest to applicants, schools, colleges and organizations.

Undergraduate university admissions in USA, UK and Canada

This workshop provides applicants and their parents an overview of studying in the USA, UK and Canada. We help you understand the academic culture in these countries and answer questions about selecting universities, application components, planning, preparation and financial considerations.

Overview of the UK undergraduate application process

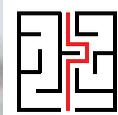
Considering studying at some of the leading universities in the UK? We talk about the process of applying to all UK universities through UCAS. We discuss the relevance of board results, the importance of your predicted grades, how to write a personal statement, as well as how to choose your five colleges. For students interested in applying to the University of Oxford, the University of Cambridge, Medicine, Law or Veterinary Science, we also discuss the additional course-specific entry requirements as well as how to prepare for interviews.

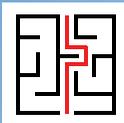
CV & essay writing

A thorough and strong resume is an invaluable reference when assessing your achievements, progress and unique skills. We help you develop this useful document, which can serve as a great resource for essay topics, internship or job searching and scholarship applications. We also focus on the mechanics of a good essay, the arc of content and the consideration of topics for different prompts, all of which can enhance the competitiveness of your application.

MBA essay writing

This workshop focuses on the MBA application process for top global business programs. We cover program selection, resume creation, recommendation insights and essay crafting. The workshop also includes a single 30-minute in-person review of one essay response. The ideal audience for this workshop is potential MBA applicants within one year of deadlines, who will have four years of work experience upon matriculation.





THE RED PEN

TRACK RECORD

Over 50% of our MBA advisees have gained admission at the world's top 5 business schools
98% of our MBA advisees have interviewed at the world's top 20 business schools
100% of our undergraduate advisees have been admitted to universities in the US, UK, Canada & Singapore

MBA advisees have secured admissions to prestigious global programs such as:

Harvard Business School
Stanford Graduate School of Business
The Wharton School
Chicago Booth School of Business
Columbia Business School
Kellogg School of Management
INSEAD
University of Toronto, Rotman School of Management
University of California Berkeley, Haas School of Business
University of Virginia, Darden School of Business
University of British Columbia, Sauder School of Business
Dartmouth, Tuck School of Business
MIT Sloan School of Management
NYU Stern
Fuqua School of Business
London Business School
Yale School of Management
Emory, Goizueta Business School
Oxford, Said Business School
Esade Business School
Wake Forest, Babcock Graduate School of Management
Cornell, Johnson Graduate School of Management
University of Michigan, Ross School of Business

“

The whole purpose of education is to turn mirrors into windows

”

THE RED PEN

TRACK RECORD

Undergraduate advisees have secured admissions to leading universities such as:

USA

Harvard
Stanford
Yale
Dartmouth
University of Pennsylvania
Barnard
MIT
Carnegie Mellon
UC Berkeley
Swarthmore
Washington University in St. Louis
UCLA
Northwestern
Georgia Tech
UIUC
NYU
NYU - Abu Dhabi
University of Michigan
University of Chicago
Princeton
Claremont McKenna
University of Michigan
Franklin & Marshall
Northeastern
Rice
Boston College
Indiana
Boston University
Rose Hulman
Brandeis
Colby
Emory

University of North Carolina
Reed
Tulane
George Washington
Purdue
University of Massachusetts-Amherst
University of Richmond
USC
Clark University
Bard
Harvey Mudd College
Cornell
Bates College
Hampshire College
Duke

UK

Cambridge
Oxford
Imperial
LSE
University College London
University of Bath
Bristol
Manchester
Southampton
Warwick
City University London
University of Durham

CANADA

University of Toronto
McGill University
University of British Columbia





The Red Pen was without a doubt the turning point for my application to colleges in the US. Today, it is nearly impossible for me to even imagine acceptance to top-notch universities without their guidance. We discussed my essays extensively and at the end, I was able to deliver the very best of my own writing. This also ensured that my essays accurately reflected the person I am, something that is a must for any applicant.

- Stanford University, class of 2019

It was a huge privilege to work with The Red Pen! What sets them apart from other counselors is the genuine effort they put in getting to know you. By establishing a mutual understanding, The Red Pen team helped me identify the qualities that should be highlighted in my applications. This is especially important for top universities where test scores alone can't possibly determine admissions. In addition, the team's top-notch dedication motivated me to work even harder and within deadlines. Staying focused and organized are essential elements needed to ace US admissions and working with The Red Pen automatically pushes you to be the best that you can be!!

- Massachusetts Institute of Technology, class of 2019

I was impressed by the fact that The Red Pen spent a lot of time trying to get to know my daughter and her personality before working on her essays. They were also very accommodating and flexible - given all the deadlines. And finally the quality of the work was excellent.

- Father of student. Cambridge University, class of 2017

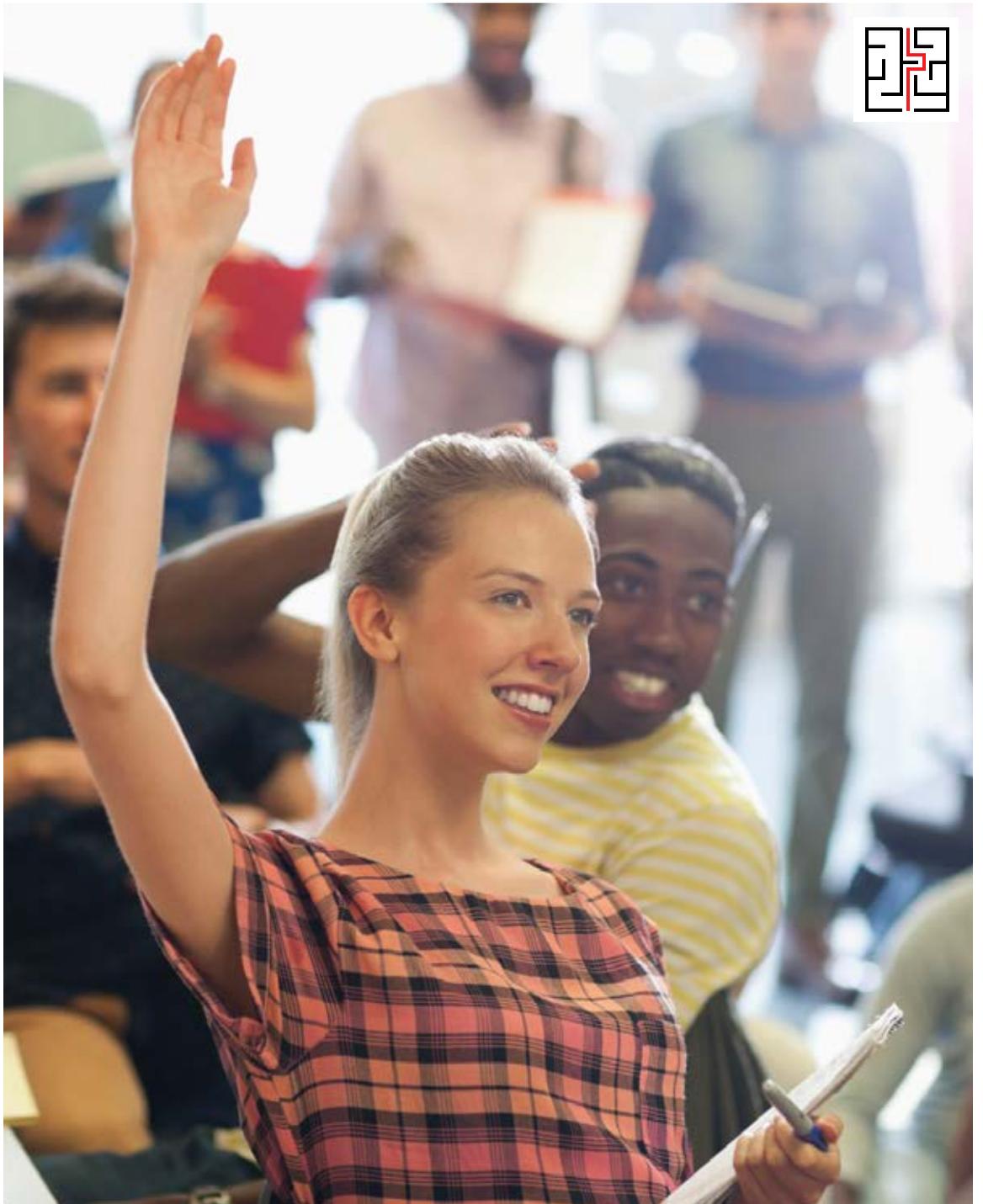
The Red Pen team was extremely adept throughout my college admissions process. We developed a plan and the consultants helped me strategically select universities that would best suit my profile. Their constant help and advice was encouraging. I would not have been able to get into such prestigious universities if it wasn't for their effort!

- New York University, class of 2019

When I started the essay process I was confused and unable to structure my thoughts. The Red Pen, team helped me to put my thoughts onto paper and improve my essay writing. At first I was reluctant to share my ideas, but the consultants were extremely friendly and soon put me at ease. The team was always ready to brainstorm idea for the essay prompts and I found their input immensely helpful.

- Michigan University, class of 2019





THE RED PEN

FREQUENTLY ASKED QUESTIONS

Does The Red Pen work with clients from across India?

We work with clients based all over the world. Thanks to modern technology and a flexible work style, The Red Pen has helped clients across India, Singapore, Hong Kong, Germany, France, UAE the UK and the United States. In India, we have worked with clients across many cities including Mumbai, Pune, Delhi, Chandigarh, Chennai, Kolkata, Bangalore, Kanpur and Ahmedabad.

When should I contact The Red Pen?

Students and their families can begin preparations as early as class 8. The more familiar you are with the admissions process the better equipped you are to be flexible and meet the various requirements that arise throughout the process. But, we can help you with your applications at any time in the process. For current year applicants, it is best to contact us at least six months prior to your deadline as this gives you time to work on the application components. For undergraduate applicants, this means June 1 and for business school applicants, April 1.

What are my chances of securing admission to a top MBA program?

Admission to top MBA programs is highly competitive. Some factors are out of the applicant's realm of influence, such as institutional priorities and the applicant pool. Data, which includes undergraduate performance and GMAT/GRE scores, is the foundation of every application. Admissions officers consider participation in enrichment programs, work experience and other activities to assess whether an applicant stands apart from the competition to make the cut.

How does The Red Pen help manage the application process?

Our approach is like a sports coach – we are there to pull you along, give advice, yell when necessary but in the end, you are the one who has to run the race. Understanding the process empowers you to build confidence and prepare you for your studies abroad.

Does The Red Pen help applicants prepare for standardized tests such as the SAT/GMAT/TOEFL?

The Red Pen specializes in providing advice on college admissions and MBA program strategy and the application components. We do not provide test preparation services. We are happy to refer clients to professionals who provide these services.

Does The Red Pen help with the visa process?

We do not offer visa services. The process can be easily handled with the university once admission decisions are received. There also are country-specific government resources – websites and local offices – that provide up-to-date information on visa/travel matters.

Are there scholarships or financial aid available for international students?

Financial aid for international students varies dramatically from case to case and college to college. Typically you need above-average academic qualifications to be considered for financial aid, for both MBA and undergraduates. The majority of financial awards are institution specific and are awarded by the colleges to which you are applying. The Red Pen can help you identify colleges where you have the greatest chances of being offered financial aid or scholarships.



THE RED PEN

GET IN TOUCH



Education is the most powerful weapon which you can use to change the world



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