

# ANCHAL RAGHUVANSHI

**CONTACT**  
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Portfolio: www.anchal.com

## EDUCATION

Fourth year Advertising major with a minor in Entrepreneurship at the University of Texas at Austin graduating 2023

### Texas Media and Analytics Program

Conducting in-depth market research, analysis, and strategy development to address communication issues for various brands such as the NBA, U-Haul, and Whole Earth Provision Co.

### Kendra Scott Entrepreneurship Practicum

Collaborated in building a CPG (consumer packaged good) - based business from the ground up. Designed the look and feel of the business for a demo day pitch and conducted market research for our company

### Texas Immersive Program

Developing the skills to be an experience designer, whether that is through virtual reality, augmented reality, experiential events, etc.

## CAREER EXPERIENCE

### Texas Innovation Center for client PBS Austin

*User Interaction Designer - January 2022 - present*

Designing an interactive digital storybook for families with children ages 5-8 to educate them on media literacy and encourage parents to take an active role in teaching their kids healthy digital practices

### Omnicom Media Group for client ABC Entertainment

*Paid Social Intern - June 2022 - August 2022*

Built social media campaigns for many ABC and Freeform titles such as The Bachelorette and Grey's Anatomy; communicated weekly assessments of live campaigns to the team

### Anchal Productions

*Founder - November 2016 - present*

Founded a video production company where I collaborate with businesses' marketing teams and conceptualize and create content for social media and other online platforms.

- Jhalak Dance Competition

*June 2022 - October 2022*

Created and implemented visual effects for promotional videos to promote Jhalak, a national collegiate Bollywood fusion dance competition

- Emerald City Band

*May 2021 - August 2021*

Edited and designed interactive Instagram and Facebook ads to reach corporate and wedding event clients

- Red Morph

*April 2021 - July 2021*

Conceptualized and animated an ad spot for a cyber-privacy tech startup

- Shipra Creations

*August 2020 - January 2021*

Directed and executed 2 campaigns with 3 ad spots each for the jewelry business that led to a 2,760% increase in impressions with their Facebook platform

### The Daily Texan

*Director of Digital Strategy - August 2022 - present*

Overseeing The Daily Texan's, an Austin newspaper, digital operations, including online content, social media, and multimedia departments. Releasing biweekly performance reports and working towards optimizing reach and engagement of multimedia content; garnered a total of 1.2 million impressions on Twitter this semester, maintaining our spot as one of the most followed college newspapers on Twitter

*Video Editor - August 2021 - May 2022*

Lead and managed all video content produced by the Daily Texan; spearheading efforts to build a Tik Tok platform for the newspaper; achieved an increase in Twitter impressions by 2,632.5%, or 214,000 impressions

### Dare to Dream

*Marketing Director - March - September 2021*

Lead marketing efforts for a non-profit aiming to provide career guidance and tutoring to children in underprivileged communities; spearheaded an endeavor to conduct market research to optimize their system so children can get the most out of their career guidance and tutoring efforts

## SKILLS

### Platforms

Adobe Premiere  
Adobe After Effects

Final Cut Pro X  
Figma

### Certificates

Google Analytics Certification

Amazon Advertising Foundations Certificate

Adobe After Effects 2019 Essential Training Motion Graphics