

# Ansh Vohra

Executive Producer. Creative Director.

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An experienced executive producer and creative director with 8+ years of experience in video, audio, design and creative strategy. A multi-award-winning impact-driven storyteller, who excels in leading diverse teams and creating meaningful, engaging content.

## WORK EXPERIENCE

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### Executive Producer

October 2021 – Present

#### Atlas Obscura

I lead the content arm of the brand partnerships team to create industry-leading storytelling experiences and execute multi-million dollar campaigns, elevating the company's creative output across video, audio, interactive web experiences and editorial content. A few notable outcomes:

- Co-created YouTube's Earth Day 2022 [campaign](#), working with 11 popular YouTubers across 8 countries to develop a multidisciplinary content program about the planet's greatest natural wonders.
- Executive-produced an Emmy Award-winning video series called Small Town, Big Story for GoUSA TV, highlighting some of small-town America's most unique traditions, and the local legends behind them.
- Executed a multi-million dollar video campaign for Travel Texas, creating an interactive microsite and bite-sized video portraits of the state's most awe-inspiring wonders.

### Creative Director

March 2020 – September 2021

#### Jack.org

I led the development & implementation of the organization's creative and marketing strategy, working with executive leadership & managing a team of producers, designers, writers and social media specialists to create industry leading work in print, digital, video, audio, web, and experiential design. A few notable outcomes:

- Launched Jack Originals, a unique multidisciplinary content program designed to sensitize and educate young people about pertinent issues related to mental health through documentaries, podcasts, long-form articles and bite-sized social packs.
- Led creative-development for the Be There Certificate, a one-of-a-kind interactive mental health resource designed in partnership with Lady Gaga's Born This Way Foundation.
- Won a Gold Anthem Award in the Diversity, Equity, & Inclusion category, and a Silver Anthem Award in the Education, Art, & Culture category for Jack Originals.

### Creative Director/Producer

July 2018 – February 2020

#### Freelance

- Spearheaded social-impact focused video campaigns for global brands like Whatsapp, Google, Bloomberg Philanthropies and ITC, among others. A few notable examples include [Google: When Rivers Rise](#), [The ITC Story: Water](#), and [Whatsapp: A Billion Opportunities](#).
- Created independent documentary work that was screened at festivals like the Oscar-qualifying festival DOCNYC, among others.

### **Original Content Producer**

September 2016 – August 2017

#### **Bedlam**

- Created and led the original video content department for Bedlam, devising a multi-platform social media strategy for in-house and branded content and providing creative supervision for creative development as well as post-production processes like motion graphics, sound design, and color-grading.

### **Video Producer & Editor**

September 2015 – August 2016

#### **Memesys Culture Lab**

- Oversaw creative development and filming of experimental multimedia content with a special focus on virtual and augmented reality. Managed and coordinated all post-production aspects, including video editing, motion graphics design, compositing, and quality assurance viewing.

## **EDUCATION**

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### **HotDocs, Toronto**

Doc Accelerator Lab (2020)

### **Union Docs Center for Documentary Arts, New York**

Collaborative Studio Fellowship (2017)

### **Sri Aurobindo Center for Arts and Communication, New Delhi**

Post-Graduate Diploma — Documentary Filmmaking (2014)

### **University of Delhi, New Delhi**

Bachelor of Arts — English (2013)