Ansh **Vohra**

Toronto, Ontario, Canada | m: +1 437 345 1194 | anshvohra1993@gmail.com | [LinkedIn](https://www.anshvohra.com/) | [Website](https://www.anshvohra.com)

Creative Director | Executive Producer

**Career Profile**

Experienced, dedicated, and driven Executive Producer and Creative Director, highly regarded for directing all stages of the branded content production process with exceptional creativity and efficiency. Offering an eight-year track record of driving brand recognition, cultivating authentic and impactful client relationships, and delivering quantifiable gains for industry-leading companies. Award-winning storyteller and data-driven optimizer, skilled in navigating the fast-changing online content landscape to drive engagement and brand penetration, as well as championing key social causes in the nonprofit space. Proficient in building, leading, coordinating, and motivating high-performing teams, as well as allocating resources, optimizing processes, leveraging technology, and guiding brand and company strategy. Excited to operationalize skills and expertise on behalf of a leading organization in a diverse, mission-driven environment.

**Core Competencies**

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| * Video Production and Post-Production
* Hiring and Talent Management
* Campaign Management
* Sales and Proposals
* Content Strategy
 | * Cross-Functional Team Leadership
* Operations Management
* Brand Partnerships
* Branded Content
* Brand Strategy
 | * Documentary Filmmaking
* Multimedia Projects
* Content Marketing
* Data Analysis
* Social Media
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**Professional Experience**

Atlas Obscura, Remote, October 2021 to Present

**Executive Producer**

* Direct production and post-production for awe-inspiring multidisciplinary content (including social video, short doc video, podcasts, web series, mixed media, interactive web experiences, and social content) designed to elevate AO and partner brands.
* Motivate, coordinate, and lead a high-performing team of five cross-functional professionals and six external production teams; lend guidance and mentorship, as well as organizing training and development.
* Sustain exceptional creative and art direction, creating engaging and informative content in alignment with the highest modern standards of graphic/visual design, video production, editing, data visualization, and more.
* Build and optimize seamless and scalable branded video processes and operations, including both on-set and edit segments; efficiently administer budgets, schedules, contracts, rights, and clearances.
* Partner cross-functionally with the larger Brand Partnerships team—including Head of Brand Studios, Account Managers, and written and social content leads—to execute complex, multipronged content packages; connect with editorial leads to develop innovative series and editorial franchises which appeal to both audiences and advertisers.
* Govern recruitment and hiring for all project-based video production positions, consistently recruiting top talent.
* Serve as company thought leader on branded video approaches—proactively recommend and develop creative, scalable approaches to advance our custom marketing capabilities across various budget levels; join forces with sales and brand studio leadership to elevate company’s creative output by crafting branded content and refining approaches and strategies.
* Cultivate understanding of Atlas Obscura brand and tone, both personally and across the team, and ensure consistent implementation through topic selection, storytelling, and on-camera talent; leverage this image to elevate partner brands, creating content in which both the AO core audience and the brand's target customers find value.
* Extract deep insights from large volumes of data to evaluate social content performance and guide future content and creative concepts.
* Drive the presale process; produce concepts and treatments in advance of sell-through; generate concepts, talent ideas, deck slides, and mood boards as needed for sales decks; operationalize creative expertise to lead client services in customer-facing meetings by articulating solutions in concise and persuasive proposals that align with expectations.
* Deploy and configure and full spectrum of key technological solutions (including Asana, Airtable, Adobe Creative Suite) for content management, video production, project management, and more; leverage AI tools (such as Midjourney and Firefly) for pre-visualization and storyboarding.
* Stand out as people manager, recruiting exceptional employees across numerous disciplines; foster a motivational, productive, inclusive, and communicative team culture.

Key Achievements

* Played a key role in Atlas Obscura and YouTube’s Earth Day 2022 campaign, collaborating with 11 popular YouTubers across eight countries to educate audiences about the planet’s greatest natural wonders, reaching over 13 million organic viewers worldwide.
* Initiated a bespoke video campaign for Starbucks’ OleatoTM launch, showcasing the exciting future of Partanna olive oil infused coffee while sharing stories of the ingredients and people who helped bring it to life; reached over 53 million people, with more than 4 million video views.
* Crafted *Untold Earth*, a Jackson Wild Awards–nominated PBS video series produced by Atlas Obscura which explores the seeming impossibilities behind our planet’s strangest, most unique natural phenomena; pilot crossed 130,000 organic views within a week of release, quickly becoming one of PBS Terra’s top 10 highest openers, with an industry-leading retention rate of over 80% for the first 30 seconds.
* Excelled as Executive Producer for 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.
* Conducted a multimillion-dollar video campaign called *Big Wonder* for Travel Texas, which drove out-of-state and international tourism by creating 108 million video impressions and 31 million unique video views, with an industry-leading 2.9% engagement rate.
* Drove 70% YoY annual revenue growth in FY 2022 for the Brand Studio.

Jack.org, Toronto, Ontario, Canada, March 2020 to September 2021

**Creative Director**

* Orchestrated development and implementation of the organization’s content and marketing strategy.
* Headed a cross-functional team of five producers, designers, writers, and social media specialists; collaborated with executive leadership to define organizational strategy.
* Formulated genre-defining mental health content in print, digital, video, audio, web, and experiential media to resonate with key audiences and firmly establish Jack.org as Canada’s leading youth mental health charity.
* Analyzed social media/engagement data to identify effective strategies and optimize content.
* Lent close guidance to art direction, brainstorming, and concepting for multidisciplinary digital content, print merchandise, and in-person events.
* Strove to transform audience members into advocates, shape policymaking, reduce stigma, and uplift underrepresented voices.

Key Achievements

* Launched *Jack Originals*, a unique multidisciplinary content program designed to sensitize and educate young people about mental health issues through documentaries, podcasts, long-form articles, and bite-sized social packs; average engagement rate rose to 9.2% on Instagram, far exceeding the industry standard of 1–3%.
* Wove custom content strategy into the organization’s fundraising tactics, allowing donors and supporters insight into the company’s crucial mission; surpassed 2021 fundraising goals, with donations increasing by over 54% YoY after the launch of *Jack Originals*.
* Catalyzed creative development for the Be There Certificate, a one-of-a-kind, Shorty Award–winning interactive mental health resource designed in partnership with Lady Gaga’s Born This Way Foundation; provided low-barrier knowledge to those supporting a loved one through a mental health crisis.
* Earned a Gold Anthem Award in the Diversity, Equity, and Inclusion category, as well as a Silver Anthem Award in the Education, Art, and Culture category, for the development and launch of *Untold*, a mental health documentary series developed as part of *Jack Originals*.

Freelance, New Delhi, India, July 2018 to February 2020

**Creative Director/Producer**

* Championed social-impact video campaigns for Meta’s A Billion Opportunities initiative for local business in India, Google’s *When Rivers Rise* project (about AI flood prediction in India), and various others for Bloomberg Philanthropies, ITC, and Microsoft.
* Created an independent documentary, *Vilaayat* (English title: *A Long Drive Home*), which was screened at festivals such as the Oscar-qualifying festival DOCNYC.

Bedlam, New Delhi, India, September 2016 to August 2017

**Original Content Producer**

* Established and led the Original Video Content Department, devising a multiplatform social media strategy for in-house and branded content.
* Lent creative supervision to creative development, as well as post-production processes, for commercials and web content.

Memesys Culture Lab, Bambolim, India, September 2015 to August 2016

**Video Producer & Editor**

* Directed creative development and filming of mixed-media content, with a special focus on virtual and augmented reality.
* Demonstrated and refined deep understanding of the Indian market and social media landscape.
* Administered and coordinated all post-production activities, including video editing, motion graphics design, compositing, and quality assurance viewing.

**Education and Credentials**

Collaborative Studio Fellowship, 2017*; Union Docs Center for Documentary Arts, New York, NY*

Post-Graduate Diploma in Documentary Filmmaking, 2014*; Sri Aurobindo Center for Arts and Communication, New Delhi,* India

Bachelor of Arts (B.A.) in English, 2013*;* University of Delhi, New Delhi, India

**Awards and Honors**

* Executive Producer of *Small Town, Big Story* (New England Emmy for Arts/Entertainment-Long Form Content, 2022)
* Creative Director of Jack Originals’ *Untold* (Gold Anthem Award in Diversity, Equity, and Inclusion, 2022; Silver Anthem Award in Education, Art, and Culture, 2022)
* Creative Director for the Be There Certificate (Shorty Winner in Fitness, Health, & Wellness, 2023)

**Volunteerism**

* Video Volunteer, Together for a Cause, January 2013 to May 2013

**Additional Information**

**Languages:** English, Hindi, Punjabi

**Technical Proficiencies:**

* **Content Creation Tools:** Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator, After Effects), Midjourney, Canva, Keynote, Google Slides, Wix
* **Analytics Tools:** Google Analytics, Google Ad Words, Sprout Social, Microsoft Office Excel
* **Project Management Tools:** Asana, Airtable, Box.com, Slack Canvas, Notion