Ansh **Vohra**

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Creative Director | Executive Producer

**Career Profile**

Executive Producer and Creative Director with a proven nine-year track record in leading content production from concept to completion, known for blending creativity with efficiency. Recognized for elevating brand presence, fostering meaningful client relationships, and delivering measurable results for top-tier companies. An award-winning storyteller and data-driven strategist, adept at navigating the dynamic digital content landscape to boost engagement and drive brand growth. Passionate about advocating for social causes, particularly in the nonprofit sector. Skilled in building and inspiring high-performing teams, optimizing processes, and aligning brand strategies with business objectives. Eager to apply my expertise to a mission-driven organization that values creativity and positive impact.

**Core Competencies**

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| * Creative Development & Direction
* Video Production
* Branded Content & Partnerships
* Editorial Strategy
* Interactive Design & UX
 | * Content Marketing
* Audience Growth
* Operations Management
* Sales and Proposals
* Talent Acquisition & Leadership
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**Professional Experience**

Atlas Obscura, Remote, October 2021 to Present

**Executive Producer (Entertainment), Head of Video Product**

* **Lead multidisciplinary content production** across social video, short documentaries, podcasts, web series, mixed media, and interactive web experiences, driving brand elevation for Atlas Obscura and partners.
* **Manage and mentor a high-performing team** of six cross-functional professionals and six external production teams, guiding development through training and leadership.
* **Ensure exceptional creative and art direction** by producing content aligned with modern standards in graphic design, video production, editing, and data visualization.
* **Streamline and optimize branded video operations** for both production and post-production, effectively managing budgets, schedules, contracts, rights, and clearances.
* **Collaborate cross-functionally** with Brand Partnerships, Account Managers, Marketing and Content leads to execute complex content packages; develop innovative series and editorial franchises that resonate with audiences and advertisers.
* **Oversee recruitment and hiring** for all content production roles, consistently bringing in top-tier talent.
* **Serve as a thought leader in branded video strategies, recommending** scalable approaches to enhance custom marketing capabilities; collaborate with sales and brand studio leadership to elevate creative output.
* **Maintain and promote the Atlas Obscura brand identity,** ensuring consistent storytelling and content creation that resonates with both core audiences and partner brands.
* **Leverage data-driven insights** to assess social content performance and inform future creative concepts.
* **Drive the presale process,** developing concepts, treatments, and talent ideas for sales decks; lead client-facing meetings, delivering persuasive proposals aligned with client expectations.
* **Utilize key technological solutions** such as Wix, Ceros, Webflow, Figma, Asana, Airtable, and Adobe Creative Suite for content and project management; incorporate AI tools like Midjourney and Firefly for pre-visualization and storyboarding.

Key Achievements

* **Led creative execution** for Atlas Obscura and YouTube’s Earth Day 2022 campaign, collaborating with 11 YouTubers across eight countries to educate global audiences on natural wonders, reaching over 13 million organic viewers worldwide.
* **Spearheaded a bespoke video campaign for Starbucks’ Oleato™** launch, highlighting the innovation of olive oil-infused coffee and the stories behind its creation; campaign reached over 53 million people, generating more than 4 million video views.
* **Crafted and Executive Produced Untold Earth**, a Jackson Wild Award–nominated PBS series exploring the planet’s unique natural phenomena; pilot achieved 130,000 organic views in its first week, becoming one of PBS Terra’s top 10 openers with an 80% retention rate in the first 30 seconds.
* **Executive Produced Emmy Award–winning series** Small Town, Big Story for GoUSA TV, celebrating America’s small-town traditions and local legends.
* **Developed and led a multimillion-dollar campaign**, Big Wonder for Travel Texas, driving 108 million video impressions and 31 million unique views, with a 2.9% engagement rate, boosting out-of-state and international tourism.
* **Created and directed Panoramic Discoveries**, a million-dollar campaign for the launch of Lincoln's 2024 Nautilus vehicle, emphasizing its innovative panoramic display.
* **Drove 70% year-over-year revenue growth** for the Brand Studio in FY 2022 and 2023.

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

**Creative Director**

* **Orchestrated the development and execution** of the organization's comprehensive content and marketing strategy, aligning with overall goals and objectives.
* **Led a cross-functional team** of producers, designers, writers, and social media specialists, collaborating closely with executive leadership to shape organizational strategy.
* **Created genre-defining mental health content** across print, digital, video, audio, web, and experiential media, solidifying Jack.org's position as Canada’s leading youth mental health charity.
* **Utilized social media and engagement data** to refine strategies and optimize content for maximum impact.
* **Provided strategic guidance** in art direction, brainstorming, and concept development for digital content, print merchandise, and in-person events.
* **Focused on transforming audiences into advocate**s, influencing policy, reducing stigma, and amplifying underrepresented voices.

Key Achievements

* **Launched Jack Originals**, a multidisciplinary content program featuring documentaries, podcasts, articles, and social packs to educate young people on mental health; boosted Instagram engagement to 9.2%, surpassing the industry standard of 1–3%.
* **Integrated custom content strategy** **into fundraising efforts**, providing donors with a deeper connection to the organization’s mission; exceeded 2021 fundraising goals, achieving a 54% YoY increase in donations after Jack Originals' launch.
* **Led creative development for BeThere.org**, a Shorty Award–winning interactive mental health resource created in partnership with Lady Gaga’s Born This Way Foundation, offering accessible support for those helping loved ones in crisis.
* **Received Gold and Silver Anthem Awards** for diversity, equity, inclusion, and education for the launch of Untold, a mental health documentary series produced under Jack Originals.

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

**Creative Director/Producer**

* ***Crafted and executed brand films and social campaigns*** *for top global brands, including Meta’s A Billion Opportunities for local businesses in India, Google’s When Rivers Rise on AI flood prediction, the Smart Cities campaign for Bloomberg Philanthropies, and additional projects for ITC, Microsoft, and Asian Paints.*
* ***Produced and directed*** *Vilaayat (English title: A Long Drive Home), a non-fiction film was featured at notable festivals, including the Oscar-qualifying DOCNYC.*

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

**Original Content Producer**

* **Founded and led the Original Video Content Departmen**t, developing a comprehensive multiplatform social media strategy for both in-house and branded content.
* **Provided creative oversight for the development and post-production** of commercials and web content, ensuring high-quality execution across projects.

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

**Video Producer & Editor**

* **Spearheaded creative development and production** of mixed-media content, specializing in virtual and augmented reality experiences.
* **Leveraged deep expertise in the Indian market** and social media landscape to tailor content strategies and execution.
* **Managed and coordinated all post-production activities**, including video editing, motion graphics design, compositing, and quality control.

**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)

**Additional Information**

**Languages:** English, Hindi, Punjabi, Urdu

**Technical Proficiencies:**

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