

# ANCHAL RAGHUVANSHI

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

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## EDUCATION

Second year Advertising major with a minor in Entrepreneurship at the University of Texas at Austin

- Advertising Media Foundations

Currently working on a project to create a communications outreach insights and strategy RPF brief.

- Kendra Scott Entrepreneurship Practicum

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

## CAREER EXPERIENCE

### Anchal Productions

*Founder - November 2016 - present*

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

- Shipra Creations

*August 2020 - present*

Currently developing social media content for a jewelry business; directed and executed 2 campaigns with 3 ad spots each that led to a 2,760% increase in views with their Facebook platform

- The Social Setup

*December 2020*

Created an ad spot for a start-up event management company to promote their first event; led to a 50% increase in ticket sales

- Berkshire Hathaway HomeServices

*November 2020*

Produced promotional videos for house listings in collaboration with a real estate agent

- Pink Chiffon and Diya clothing company

*October 2020*

Coordinated and oversaw the event coverage for a local fashion show with the owners of two clothing businesses and Shipra Creations; event coverage led to 43,000 views on Facebook

- St. Phillips Episcopal Church

*May 2018*

Partnered with the church's marketing team to revitalize their message and community values

### Daily Texan

*Social Media Department Staffer - August 2020 - December 2020*

Facilitated in the promotion of Daily Texan's daily news content on their Twitter and Instagram platforms; led the Daily Texan to be the most followed college newspaper Twitter accounts in the nation during that semester

*Video Department Staffer - August 2020 - December 2020*

Animated and edited many documentary projects for the video department

## SKILLS

### Software

Adobe Premiere  
Adobe After Effects  
Final Cut Pro X  
Procreate

### Navigating Databases

Simply Analytics  
Statista  
Mintel  
Winmo

### Social Media

Facebook Business Suite  
Slack  
YouTube