

Apoorva Chugh

ABOUT ME

I'm a multi-disciplinary creative with a specialisation in graphic design & video editing!

View my work [here!](#)

CONTACT

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+1 437-229-9870

EDUCATION

Film Production Major & Marketing Minor
BFA York University 2022


ACHIEVEMENTS & AWARDS

- Member of Deans Honour List
- CineSieve Award for Best Documentary 2020
- Finish Line Runner Up Best Editing 2019
- IB Creativity Award 2018
- IB High Honour Roll 2018
- Gold Medalist Under 19 Varsity Badminton 2017/18


SKILLS & TOOLSET

- Creative Thinking
- Innovation
- Problem Solving
- Communication
- Planning
- Time management
- Team work
- Adobe Premier Pro
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Final Cut Pro
- Microsoft Office
- ProTools

FIND ME & MY WORK!

 www.apoorvachugh.com

 [LinkedIn @Apoorva Chugh](#)

 [Instagram @byapoorva](#)

WORK EXPERIENCE

Graphic & Motion Designer

The Turn Lab | 2022 - Present

- Conceptualized video and static content for social media channels through editing, source material reuse, and stock content utilisation
- Boosted Mattamy Homes' viewership by 20% in 6 months through social media strategies and content creation
- Successfully executed a comprehensive campaign for Just Boardrooms, including concept ideation and designing media assets.
- Designed print and digital marketing materials including brochures, signages, handouts, flyers, and emails to maximise brand awareness

Live Client Learning

York University | 2022

- Selected for a competitive 6-student marketing course, tackling real-life client challenges
- Presented campaign-able insights, crafting creative solutions for clients including Philips AVENT, The Turn Lab, Castlebreck, and Revol Events
- Designed impactful graphic and video content for all clients
- Impressed The Turn Lab, leading to a Design Internship and a full-time permanent role after graduation.

Multimedia Assistant

AMPD York University | 2019 - 2022

- Executed the "Small/Big campaign" by creating engaging media assets and social media videos to drive awareness and increase engagement.
- Produced and edited marketing support materials including shooting interviews and coordinating shoots.
- Acted as a student ambassador, facilitating events, and campus tours.

Content Coordinator- Marketing & Communications

York International | 2020

- Led the charge in launching a dynamic social media campaign aimed at fostering community among new students, guiding them through the campus landscape.
- Ideated and crafted marketing content for social media, website, and digital publications as a member of the marketing and communications team
- Wrote captivating copy for various digital channels, including evites, emails, and website content