

Apoorva Chugh

ABOUT ME

A new graduate from York University, I am a multidisciplinary creative professional with 3+ years of experience in creative marketing. View my work [here!](#)

CONTACT

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EDUCATION

Film Production Major & Marketing Minor
BFA York University 2022


ACHIEVEMENTS & AWARDS

- Member of Deans Honour List
- CineSiege 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

I help design visual concepts for print, digital & social using graphic design tools and softwares. I partner with Creative Designers and Art Directors to ensure visual communication designs are cohesive. Translate client needs and branding strategies into design strategies. I also create animations and other video outputs for The Turn Lab and for client projects to solve creative challenges.

Live Client Learning

York University | 2022

I was selected out of my year to join a 6 student cohort marketing course where I worked on real-life marketing challenges and presented creative strategies to clients. Companies I worked on: Philips, Castlebreck, Revol Events & The Turn Lab.

Multimedia Assistant

AMPD York University | 2019 - 2022

I was responsible for creating still and multimedia sources for print and digital marketing materials. Provided support for branding, marketing, social media, video editing & graphic designing.

Social Media & Marketing Intern

The Other End | 2021

I developed and implemented B2B social media strategies and plans to build community and increase brand awareness for TOE. I created digital content for various social media platforms, including Instagram, Facebook & LinkedIn. Conducted reports of performances and campaigns while presenting findings.

Content Coordinator- Marketing & Communications

York International | 2020

I worked in the marketing and communications team while developing ideas and creating content for social media, website, and other digital publications.

Copywriting Intern Creative Department

Leo Burnett | 2019

I worked in the creative advertising division with brands such as Apple, Valvoline, Zion, CarDekho and California Almonds.