

# Aarush Vaid

Princeton Junction, New Jersey

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## EDUCATION

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**Rutgers Business School – New Brunswick**  
*Bachelor of Science, Marketing and Finance*

**New Brunswick, NJ**  
May 2027

- **GPA:** 3.89 / 4.0

## WORK & LEADERSHIP EXPERIENCE

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**Lumetrix Creative**

**Princeton Junction, NJ**

*Founder*

Nov 2021 - Present

- Built a video production company generating over \$15,000 in revenue and serving 15+ clients
- Surpassed \$15,000 in revenue with 70% average yearly growth and created 300+ pieces of content for 15+ clients
- Planned, scripted, filmed and edited short-form videos for businesses tailored to appeal to their ideal consumers with top performing content achieving 7,500+ views and 400+ likes

**Rutgers Solar Car**

**Piscataway, NJ**

*Marketing Lead*

Sep 2024 - Present

- Led content strategy for engineering-focused student org, increasing our average viewership 100% and growing our Instagram account by 600 followers
- Collaborated with engineering leads to develop the 'Road to Driving Chassis' video series, garnering 17,000+ views across Instagram and LinkedIn, with 400+ likes and 40+ comments, increasing engagement and brand visibility
- Directed a complete organizational rebrand, designing a new logo and comprehensive brand guidelines to establish a standardized visual identity

**Her Story Unveiled**

**South Brunswick, NJ**

*Lead Videographer & Photographer*

Jun 2023 – Sep 2024

- Trained 4 student volunteers in photojournalism and visual storytelling
- Produced a mini-documentary series to promote the non-profit's mission, highest performing story achieved 300 likes
- Photographed 8+ individuals, highlighting their stories through a mix of photographic techniques to accompany a series of articles written by HSU

**Raj Photo Video**

**Englishtown, NJ**

*Assistant Videographer & Editor*

Jun 2022 – Sep 2022

- Executed creative visions using creative visual storytelling, composition, lighting, and camera movement
- Managed post-production for 12+ hours of documentary-style wedding videos, ensuring high quality and exceeding client expectations throughout the editing process

**Accesso Technology Group**

**Jackson, NJ**

*Flash Pass Team Member*

May 2021 – Aug 2021

- Operated Flash Pass and skip-the-line systems at Six Flag's Great Adventure amusement park
- Resolved customer concerns and complaints, maintaining a high level of guest satisfaction
- Ensured guest comfort and safety by managing high-traffic queues up to 120 minutes long

## SKILLS, ACTIVITIES & INTERESTS

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**Technical Skills:** Adobe Creative Suite (Lightroom, Photoshop, Illustrator), DaVinci Resolve, Capture One

**Creative Skills:** Meta Ads, Google Ads, Social Media Management, Website Design, Videography

**Activities:** Rutgers Solar Car, Enactus, Rutgers Association of Marketing & Strategy Cohort

**Interests:** Photography, Motorsports, Roller Coasters