

AARUSH VAID

Princeton Jct., New Jersey

(425) 961-3769

aarush.vaid@rutgers.edu

<https://www.linkedin.com/in/aarush-vaid-737015322/>

EDUCATION:

RUTGERS BUSINESS SCHOOL

Rutgers, The State University of New Jersey

New Brunswick, NJ

Bachelor of Science, Marketing and Finance

May 2027

- GPA: 3.8
- Dean's List
- Relevant Coursework: Consumer Behavior, Financial Management, Statistical Methods

LEADERSHIP EXPERIENCE:

Rutgers Solar Car Club

Marketing Lead

Sep 2024 - Present

- Collaborated with multiple engineering team leads to develop the "Road to Driving Chassis" video series; launched the first three episodes, garnered 10,000+ views across Instagram and LinkedIn, with 400+ likes and 40+ comments, increasing engagement and brand visibility
- Produced promotional and story-driven content for social media channels; helped grow Instagram account by 400 followers in only 6 months
- Proposed and completed media deliverables for team sponsors; publicized large sponsors by creating entertaining short-form content gaining over 5,000 views

PROFESSIONAL EXPERIENCE:

Lumetrix Creative, Princeton Jct., NJ

Nov 2021 - Present

Founder and CEO

- Surpassed \$15,000 in revenue with over 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; top performing content achieved 7,500+ views and 400+ likes

Her Story Unveiled, South Brunswick, NJ

Jun 2023 - Sep 2024

Lead Videographer & Photographer

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

Raj Photo Video, NJ

Jun 2022 - Sep 2022

Assistant Videographer and Editor

- Executed creative visions using creative visual storytelling techniques including composition, lighting and camera movement
- Edited 12+ hours of documentary style wedding videos, meeting high quality standards and exceeding client expectations

Accesso Technology Group, Jackson, NJ

May 2021 - Aug 2021

Flash Pass Team Member

- 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:

- Marketing: Meta Ads, Google Ads, Website Design, Social Media Management
- Creative: Adobe Creative Suite (Lightroom, Photoshop, Illustrator), DaVinci Resolve, Capture One