

# Iraj A. Chaudhry

irajamir@bu.edu  
857-313-2223  
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## EDUCATION

**Boston University College of Communication**  
*Master of Science in Advertising*

**Boston, MA**  
2022-2024

**Lahore University of Management Sciences**  
*Bachelor of Science in Management Science*

**Lahore, Pakistan**  
2017-2021

## EXPERIENCE

### **Evenflo**

Feb 2023 - Present

*Junior Art Director (Freelance)*

- Concept and design of digital marketing assets ensuring consistency and creativity across all platforms for various promotional campaigns.
- Storyboarding for OTT video advertisement campaigns for new product launches.
- Branding strategy for new packaging and point-of-purchase material design to elevate brand perception.

### **Arnold Worldwide**

June 2023 - Aug 2023

*Junior Fellow Art Director*

- Creative conceiving and storyboarding with a copywriter on TV and online video scripts for Progressive Insurance.
- Developing a comprehensive look book and social media campaign for the non-profit organization Project Glimmer.
- Resizing and editing website banner ads for prominent clients including Sam's Club, ADP and PNC bank.

### **Careem**

Oct 2021 - Mar 2022

*Food Photographer*

- Executed photoshoots for over 40 restaurant collaborations with Careem's food delivery vertical.
- Directed creative concepts, provided art direction, and conducted photography sessions for each restaurant, ensuring alignment with their distinct brand identities.

### **Samsara by Khadija Batool**

Feb 2021 - June 2021

*Marketing Manager*

- Developed and implemented effective social media, influencer marketing, and PR initiatives, driving heightened visibility for the luxury couture designer.
- Achieved a notable surge of 20,000 Instagram followers within a span of 2 months.

### **Alifsay**

July 2017 - Present

*Founder*

- Founded and operated a successful photography business with a team of 7 members, specializing in fashion, food, products, and weddings.
- Photographed the national cricket team of Pakistan for Gym Armour, a prominent Pakistani gym wear brand.
- Collaborated with acclaimed Pakistani photographers on luxury couture campaigns.

## EXTRA CURRICULARS

### **Boston University AdLab**

Jan 2023 - May 2023

*Art Director*

- Working closely with copywriters to come up with creative ideas for a social media campaign to foster a community of runners for the ASICS Runkeeper application.
- Designed eye-catching Instagram posts and turned ideas into visual content that matched the brand's style.

## SKILLS

*Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Premiere Pro, Photography, Creative Concepting, Content Creation*