

ANOUSHKA LAD

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EDUCATION

University of Toronto- St. George Campus

University College, Honours (Dean's List, High Distinction)

Bachelor of Arts in Book and Media Studies (Major), International Relations (Major) and Women and Gender Studies (Minor)

Toronto, Ontario

September 2018 - June 2022

WORK EXPERIENCE

SSHINE Lab, University of Toronto

Research Coordinator

Toronto, Canada

June 2022 - Present

- Supervised the execution of 10+ data collection projects in 6 countries in North America, Africa and Asia
- Oversaw and trained a team of 15+ research assistants to perform data collection and analysis through effective project management and regular communication
- Maintained a \$200,000+ budget for 4 projects through meticulous expense monitoring and fund allocation
- Ideated and executed creative knowledge translation (ie. 6 presentations, 3 articles, 2 multi-media participatory exhibits)

Everybody Hates Me, That Stigma Podcast

Social Media and Community Relations Manager

Toronto, Canada

May 2021 - May 2022, October 2022 - Present

- Generated innovative content for podcast social media by creating 4-5 promotional/educational posts and stories weekly
- Cultivated relationships with topical and relevant academics and creatives to coordinate weekly podcast guests
- Analysed consumer engagement (including views per podcast and social media analytics) to ameliorate selection criteria for guests, podcast topics and social media content

SSHINE Lab, University of Toronto

Research Assistant

Toronto, Canada

May 2021 - May 2022

- Spearheaded and executed end-to-end pilot study in Kenya by conceptualising project plan and materials, and establishing meaningful relationships with 2 local partners
- Analysed qualitative/quantitative datasets (1000+ participants) to collate findings for stakeholders and produce articles and presentations using Stata, Dedoose, and Excel

Vivaa Consulting

Communications and Public Relations Intern

Mumbai, India

May 2019 - August 2019

- Designed novel campaigns for 3 companies by conducting market research to increase media visibility by 8%
- Initiated and executed 2 familiarisation trips with 20+ influencers and journalists to 4 cities by examining current media trends and consumer preferences to select relevant guests, venues, and events
- Recruited a new client by developing promotional strategies and creating a multi-media pitch presentation
- Managed restructuring of company website by writing website content and liaising with software development team to improve user experience and increase website traffic

VOLUNTEER EXPERIENCE

JV Centre Podcast

Co-Host and Writer

Mumbai, India

October 2022 - Present

- Co-hosted monthly, one-hour long podcast episodes by interviewing guests from diverse industries
- Developed ~ 20 relevant interview questions to create and copyedit script for all episodes

National Pan-Hellenic Conference, University of Toronto

Vice President of Risk Management

Toronto, Ontario

December 2020 - January 2022

- Organised weekly workshops through logistics coordination and content creation (ie. presentations, brochures and videos)
- Liaised with 7 organisations and curated monthly events for 100+ attendees to create networking opportunities for students

Vice President of Operations

December 2019 - January 2021

- Restructured internal communications methods by creating new channels of communication including weekly newsletters and effective use of social medias (ie. Facebook, Discord) to connect 30+ team members

PROJECTS

An Investigation of Harry Potter Slash Fiction (10,000 words)

University of Toronto

- Analysed queer consumer response to the Harry Potter franchise by examining academic articles, social media posts (Tumblr, Twitter, AO3), and 100+ fanfics to track trends in consumer engagement with slash fiction from 2000 to 2022

An Investigation of Colonialism in Shadow of the Tomb Raider (4,000 words)

University of Toronto

- Evaluated the franchise's evolution and consumer response by examining academia, social media posts (Twitter, Youtube), and game content and affordances to understand representations of colonialism and situate it in the archeogames genre

SKILLS AND LANGUAGES

Skills: Adobe Photoshop and Acrobat, Wordpress, Canva, Typeform, Google Ads, Syndicated Media Tools (ie. Reddit, Soundcloud, Pinterest), Microsoft Office Suite, Social Media (ie. Twitter, Instagram, TikTok)

Languages: English, Marathi (native), French (moderate proficiency), Hindi (conversational), HTML (basic)