

Ayush Basu

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EDUCATION

Georgia State University, Atlanta

Marketing Major

Expected

Dec 2027

PROFESSIONAL EXPERIENCE

Range Of View Studios, Atlanta, GA

February 2022-Present

Founder & Creative Director

- Founded and scaled creative agency delivering brand strategy, web development, and multimedia production for Atlanta's fashion, culinary, and entertainment sectors
- Executed 2 complete brand transformations generating 150% increase in social engagement and 10% monthly revenue growth for sustainable fashion client without paid promotion
- Built 5 production websites using TypeScript, React, and Next.js, driving 30K+ monthly visitors for The Bando and 10K+ for Aysegul Ikna; reduced bounce rate by 31% (97% to 67%) through UX optimization
- Directed creative production for high-profile Atlanta venues (District, Invasian, Illuminarium) generating 100K+ content views in 6 months; managed shot direction, music arrangement, editing, and social-optimized deliverables
- Developed AI chatbot in brand voice for client, automating customer communication and enhancing CRM functionality
- Curated and produced Fashion Week media for Ponce City Market; delivered full-service content from concept to social-ready assets
- Created data-driven social media strategies and visual content consistently exceeding industry engagement benchmarks

Freelance, Atlanta, GA

August 2020-Present

Audio Engineer & Producer

- Mixed and mastered tracks achieving 3M+ streams across Spotify, Apple Music, and SoundCloud
 - Secured notable placements including SoundCloud Song of the Day, Apple Radio, and On The Radar
 - Delivered full-service audio production enhancing brand storytelling through sound design and music supervision
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WORK AND VOLUNTEER EXPERIENCE

Chick-fil-A, Atlanta, GA

June 2025 – August 2025

Team Member

- Managed high-volume customer interactions across multiple roles (cashier, food preparation, line service) in fast-paced environment serving 200+ customers daily
- Developed operational efficiency and cross-functional teamwork by rotating through all front-of-house positions
- Maintained Chick-fil-A's hospitality standards while problem-solving under pressure and adapting to real-time business demands

Morehouse Boxing State Championship

October 2025

Content Creator & Videographer

- Curated and produced media coverage for collegiate boxing event featured on Overtime's Instagram (@overtime, 15M+ followers)
 - Coordinated with current GSU Boxing Coach (main event competitor) to capture compelling fight content and behind-the-scenes narratives
 - Delivered social-optimized video content highlighting Atlanta's collegiate sports culture
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SKILLS AND LANGUAGES

Languages: Fluent in English, Bengali, Hindi | Conversational Spanish

Marketing & Strategy: Brand Identity Systems | Digital Marketing Strategy | Social Media Management | Content Marketing | SEO | Campaign Development | Performance Analytics | CRM Systems | Customer Experience

Technical: TypeScript | CSS | React | Next.js | Wix | Google Analytics | AI/LLM Integration | Adobe Premiere Pro | After Effects | DaVinci Resolve | Figma | Drone Operations

Creative Production: Video Production | Motion Graphics | Audio Engineering (3M+ streams, SoundCloud Song of the Day, Apple Radio) | Copywriting | Photography | Music Supervision

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