

ANISH RAGHAVAN

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Finds the problem underneath the brief, then builds what solves it. At the NFL that meant restating an awareness brief as a connection problem; at Loomis, sizing three markets separately instead of blending them; at TULU, rebuilding a three-week manual process into twenty minutes.

EXPERIENCE

The Loomis Agency, Account Services Intern, Dallas, TX

Summer 2026

- Served as account executive on the Salad and Go engagement, owning the analysis and the client-facing recommendation rather than execution support.
- Built a 13-week paid social plan across three DMAs (Phoenix, Tucson, and Las Vegas) on Instagram, Facebook, and TikTok. Sized each market separately, allocated budget against it, and set KPIs per market rather than one blended target.
- Modeled the plan against the existing baseline: projected a 3.4x impressions lift, from 1.5M to 5.1M, and up to a 267% engagement lift.
- Diagnosed the research bottleneck sitting ahead of creative and media decisions: the team was reading customer comments and reviews by hand. Built an agentic sentiment analysis workflow that extracted the themes automatically.
- Worked simultaneously across three restaurant clients (Golden Chick, Dairy Queen, and Salad and Go) on briefs, competitive research, client-facing materials, and coordination between the account, creative, and media teams.

TULU, Marketing Automation Intern

Summer 2025

- Rebuilt the localized collateral process end to end. Mapped the existing manual workflow, identified the repeated steps, and replaced them with an N8N automation that loops a master sheet through Canva, QRTiger, and Typeform and writes results back to the sheet.
- Cut collateral production for 300+ locations from roughly three weeks of manual work to 20 minutes, producing the same output without the headcount.
- Automated global marketing reporting so regional performance compiled into a single view instead of being assembled by hand each cycle.
- Documented both workflows so the marketing team could operate and modify them without engineering support, making the process durable after the internship ended.

Athiya, Creative Strategist

2022 - 2024

- Set creative direction across a two-year engagement, owning what the work said and how it was tested against performance.
- Work delivered a 130% lift in click-through rate and a 220% lift in impressions.

STRATEGY & CLIENT ENGAGEMENTS

National Student Advertising Competition (NFL), Strategy & Art Direction

Spring 2026

- Reframed the client's brief. The NFL asked for an awareness campaign. The analysis showed awareness was not the constraint: the league already has billions of impressions, but its six youth programs (NFL FLAG, Flag in School, Play 60, Character Playbook, Inspire Change, Way to Play) were not reaching everyday families. Restated it as a connection problem.
- Designed and interpreted primary research with 2,020 respondents. The data surfaced a generational disconnect between parents and kids, a silence passed down rather than an absence of interest, and that became the strategic foundation for the recommendation.
- Framed the problem statement the work had to answer: how do six separate programs become one reason for families to care?
- Recommended consolidating all six programs under a single platform, "Push Forward," rather than promoting them individually. Identified young women and Latino families as the growth audiences to build against.
- Validated the recommendation before production. In the team's concept pre-test, Push Forward was preferred by 76% of respondents over four competing concepts.
- Served as the communication link between the creative, account, and media teams on a 16-person engagement, and designed the collateral for the campaign's experiential events.
- Art directed both brand partnership executions. For NFL x LEGO: a "Brick by Brick" branded content spot, highway OOH, and a physical brick installation. For NFL x Sonic: four zone cards mapped one-to-one against the campaign's emotional, physical, social, and intellectual pillars, branded gloves carrying the pillars, and a themed ball.
- Placed 2nd at districts. Javier Farfan, the NFL's global brand consultant and a competition judge, on the pitch: "I remember you. The theatrics combined with the insight was killer."

Fisher Creative (student agency), Account Executive for Artist Boat

Fall 2025

- Led the client relationship and account operations for an 18-person agency team working a \$97,500 media budget for a Galveston coastal conservation nonprofit.
- Owned budget allocation decisions and kept creative and media aligned to a single strategic idea through production.
- Drove the campaign idea, "Be Someone in a Million," built off the I-45 BE SOMEONE graffiti, a local landmark chosen deliberately to make a conservation ask feel like a Houston identity claim.
- Presented the full campaign and budget recommendation to Artist Boat's executive director and COO as the capstone deliverable.

LEADERSHIP

American Advertising Federation, University of Houston, President

Fall 2026 - Present

- Lead an 80+ member chapter organized into strategy, creative, media, and production functions. Own chapter operations, weekly programming, recruiting, and the executive board.
- Run the chapter's National Student Advertising Competition team: selection, work assignment, review cycles, and the pitch preparation calendar.
- Set the semester programming slate of workshops, portfolio reviews, and agency speakers, and manage scheduling, rooms, and turnout for every session.

American Advertising Federation, University of Houston, Outreach Coordinator

2025 - Spring 2026

- Took over outreach when the chapter was down to a four-person core and rebuilt attendance through direct recruiting, class visits, and a consistent weekly meeting rhythm.
- Established the meeting cadence and member communications the chapter still operates on.

VENTURES & BUILT SYSTEMS

Fora, Co-founder. Research, brand, and product

2025 - 2026

- Co-founded and publicly launched a competitive debate platform with two partners, positioned on the premise that debate is a sport: chess.com for debate.
- Ran the user research: 100+ respondents surveyed. The finding contradicted the category assumption. People do not debate to learn, they debate to feed their egos.
- Translated that finding into product decisions rather than leaving it in a deck. Designed five AI debate opponents, including a deliberately provocative persona added specifically because of the ego result.
- Owned brand strategy and positioning, and built the logo and the website.
- Wrote a Twitter bot on a separate codebase that surveyed the community automatically: 70 posts over five weeks, 100+ comments, and 10,000+ impressions.
- Tested the product in person with real debaters and sat in investor meetings. The company ended when the funding did not come through.

Organic social, personal channels and creator community

2024 - 2025

- Grew a personal TikTok account from zero to 22,500 followers in three months posting daily, owning concepting, editing, copy, and posting cadence.
- Run the Discord community for a popular YouTube creator: moderation, member engagement, and scheduling around the upload calendar and audience time zones.

EDUCATION

University of Houston. B.A. Strategic Communications & Advertising, Minor in Entrepreneurship

Expected December 2026

SKILLS & TOOLS

Research & analysis: survey design and interpretation, competitive research, concept pre-testing, sentiment analysis

Planning: multi-market media planning, budget allocation, KPI setting, paid social on Meta and TikTok

Automation & build: N8N, Claude Code, HTML/CSS/JavaScript, workflow documentation. Tools: Hootsuite, Zoho Social, Canva, Figma, Typeform, QRTiger, Google Workspace, Vercel