



Creative Director
Visual Strategist
E-COMMERCE INNOVATOR

D Garima

<https://www.dgarima.com/>

CAREER TIMELINE (E-commerce Experience)

2011 Zovi >> 2012 Heaven & Home
>>2013 Koovs/Zovi>> 2014 fashion&you
>>2018-19 Karvy Next production house
>> 2021-2024 Squared Circle Pvt.Ltd

EDUCATION

2009
PG Diploma in Professional Still Photography
Light & Lift Academy, Ooty

2006
PG Diploma in Digital Media
St. Xavier's College, Mumbai

2005
Bachelor in Fine Arts – Applied Arts
Jamia Milia Islamia University, New Delhi

2024-25
Strategic Digital Marketing & Analytics
IIM Vishakhapatnam (Online - Certification)

PROFILE SUMMARY

- In previous organization, was holding the position of Senior Manager at Squared Circle E-com Pvt. Ltd., instrumental in **implementing innovative recruitment strategies that led to a noteworthy team growth**
- Showcased expertise in **pioneering the launch and development of five new domains, encompassing motion graphics, 3D modeling, 2D animation, website building, and UI/UX Development in WordPress/Shopify—all achieved within a 6 Month timeframe**
- Proficient in **resource optimization and the application of automation techniques, resulting in a 30% boost in editing revenue**
- Recognized as a **strategic client acquisition specialist, successfully onboarding six new clients within a year, contributing significantly to business expansion and revenue growth**
- **Acknowledged as a top-performing professional for the 2021-22 period**, bringing a strategic mindset and creative prowess to drive organizational success
- **Maintained an outstandingly low attrition rate of 1% over 2 years, a testament to exceptional employee satisfaction and engagement;** Merged seamlessly with team collaborations, consistently achieving the 1% benchmark
- **Collaborated with several esteemed brands & market places** (RedMart/ToysRus/Lazada/Al-Futtaim- M&S/Ted Baker/Lacoste/Eyewa/BMMI/Noon/Namshi)

Accomplished Creative Director/Visiting faculty/Consultant with a robust foundation in both Online and Print Media & Photography. With 17 years of experience, demonstrated success in cultivating team expansion, establishing domain expertise, boosting revenue streams, seamlessly onboarding clients, and optimizing operational efficiency.

Core competence

Process Improvement & Operational Efficiency
Project Management & Execution
Team Building & Leadership
Graphics & Animation/UIUX
Technique Automation
Cross – Functional Coordination
Client On – Boarding
Revenue Generation
Content Designing, Editing & Enhancement
Still & Moving Photography expert

Soft Skill

Collaborator
The Management Skill
Interpersonal Proficiency
Problem-Solving Acumen

CREATIVE TECHNICAL SKILLS

Capture One Pro *****
Adobe Photoshop *****
Adobe Light room *****
Adobe Illustrator *****
Adobe InDesign *****
Visual Design *****
Indoor & Outdoor still & moving Photography *****
Concept based Animation/Moving pics Editing *****

Experience

Aug'21 – May'24
Squared Circle E – Com Pvt Ltd. | Senior Manager

- Led **team growth by 70%** through strategic recruitment and talent development initiatives.
- Successfully **launched six new creative domains**—including motion graphics, 3D modelling, 2D animation, web design, and UI/UX development across WordPress and Shopify—within two years.
- **Increased editing revenue by 40%** through automation and resource optimization.
- Sustained an exceptionally low **attrition rate of 1% over two years**, reflecting strong leadership, team culture, and engagement.
- Enhanced operational efficiency by **streamlining reporting systems**, developing data-driven dashboards, and creating impactful presentations for transparent performance tracking

Achievements:

- ⇒ Promoted from Manager to Senior Manager within 1.3 years
- ⇒ Acquired and on - boarded six new clients within a year, resulting in substantial business expansion and revenue growth (Brands & Market places from South East Asia/Dubai/ Bahrain & Australia)
- ⇒ Led the Marketing team, successfully onboarding seven clients within a span of 6 months which included shopify and independent website development (Germany/Singapore)
- ⇒ Recognized as the most innovative team

Collaboration & Achievements

- ⇒ **Promotion:** Elevated from the role of Manager to Senior Manager in just 1.3 years, showcasing rapid career advancement and recognition of leadership excellence
- ⇒ **Brand Launch:** Commissioned work to Launch of Designer Labels, Feb'15 – Apr'15, New Delhi - Contractual assignment for FashionandYou.com, launch of 13 Designers ~ 200 styles, 10 models under the umbrella of "Fashion Garage." Included art direction, conceptualization, styling, pre-& post-production
- ⇒ **Owned a studio** (Still photography), Oct'13 – Dec'14, New Delhi
- ⇒ **Visiting Faculty** at Light & Life Academy (Since Jun'15) and Indian Institute of Photography, Delhi for consecutive 2 years since 2020
- ⇒ **Jury for Still Photography**, Bangalore competition Karnataka engineering college fest 2017
- ⇒ **Published work** in Chizz Magazine

Apr'18 – Nov'19

Karvy Next, Hyderabad/Bangalore | Creative Head/ Manager

Key Result Areas:

- Contributed across the full spectrum of visual creation — from product and apparel campaigns to promotional videos, banners, social media content, and infographics.
- Designed and executed both **in-house and client projects**, delivering high-quality creative assets for brand promotions.
- Played a key role in **planning and managing seasonal campaign shoots**, ensuring seamless execution alongside ongoing projects.
- Provided **creative solutions for website revamps**, refreshing visuals and enhancing user engagement.
- Developed **cost-efficient production solutions** to maintain premium quality within budget constraints.
- Collaborated with IT teams on **wireframes and operational workflows**, supporting a smooth end-to-end client experience.
- Partnered with the core leadership team to **establish a production house as a creative service provider**.
- Conceptualized and produced **visual identities for emerging brands**, supporting their market entry and storytelling.
- Curated and updated the **fashion style guide** for in-house stylists and makeup artists.

Apr'14 – Nov'14

Fashionandyou.com | Retail Manager

Key Result Areas:

- Rebuilt the process for shoot, design & edit (operation, technique & research)
- Directed team of 60+ members, including graphic designers, photographers, stylists, editors, makeup artists, and content writers
- Trained the team for quality work with quantity
- Provided strategic solutions to achieve 30 to 35 flash sales per day
- Worked closely with the Buying team (10+ categories) as a single point of contact for sale-driven creative visuals
- Created a healthy and smooth bridge of process between Business Development and Operation teams

Jun'11 – Oct'13

Zovi.com, Delhi | Freelancer Consultant/ Fashion Photographer

Key Result Areas:

- Setup of In-house Studio & photography technique for product/mannequin/styling/social media marketing ideas
- Developed creative visual themes/ideas with photography
- Worked closely with the marketing and design teams to achieve brand recognition in the market
- Conducted campaign shoots and launched menswear sub-brands
- Created promotional ideas and shoots to launch the ethnic wear category

KOOV, Delhi | Studio Manager

Key Result Areas:

- Managed a team of photographers, stylists, and editors
- Enhanced the quality as per ASOS partner (photography technique/styling/makeup/shortlisting models)
- Worked on creating guidelines for shoots across all categories

Mar'12 – May'12

Heavens & Home, Delhi | Senior Photographer

2006 – 2007

Schneider Electric, IAB Magazine & Olive E – Business | Web Trainee, Content Writer & Visualizer

LinkedIn- <https://www.linkedin.com/in/d-garima-87636273/>

Explore work: <https://www.dgarima.com/>

Photography: <https://dgarima.wixsite.com/garrima>

Phone Number: +919902844959

Email address: d.garimainfo@gmail.com