

Garima Chaudhary

Creative Director | Visual Strategist | E-Commerce Innovator

www.dgarima.com | Phone Number: +919902844959 | [LinkedIn](#) | [Portfolio](#) | [Website](#)

PROFESSIONAL SUMMARY

Creative Director, Consultant, and Visiting Faculty with 17+ years of experience across digital ecosystems, brand storytelling, e-commerce, and audience-led communication. Proven expertise in leading creative strategy, scalable content systems, and cross-functional digital initiatives that align creative vision with business impact. Experienced in building high-performing teams, strengthening brand engagement, and evolving alongside emerging digital and AI-led communication landscapes.

CORE EXPERTISE

Brand Strategy & Positioning
Creative Direction & Visual Storytelling
Website Experience & Conversion Optimization
Digital Campaign Enablement
Funnel Optimization (Acquisition → Engagement → Conversion)
Content Systems & Scalable Creative Workflows
Operational Excellence & Process Optimization
Cross-functional Collaboration (Marketing, Product, Tech)
Performance Tracking & Insight-driven Optimization
Team Leadership & Capability Building

PROFESSIONAL EXPERIENCE

Independent Creative Consultant & Visiting Faculty

2023 – Present

- Visiting Faculty associated with leading creative institutes, mentoring emerging creative professionals in visual storytelling and digital creativity.
- Collaborated with brands and businesses on independent creative, branding, and digital communication projects.
- Completed Strategic Digital Marketing & Analytics certification from IIM Visakhapatnam to deepen understanding of audience behaviour, digital ecosystems, and market-responsive communication.
- Explored AI and LLM-led creative workflows to understand evolving content systems, audience engagement, and creative adaptability.

Squared Circle E-Com Pvt. Ltd.
Senior Manager – Creative Strategy & Digital Growth
Aug 2021 – May 2024

- Led website and digital experience initiatives, aligning content, design, and campaign execution to improve customer journeys, engagement, and conversion outcomes.
- Collaborated closely with marketing, leadership, and cross-functional teams to strengthen funnel performance across acquisition, engagement, and conversion stages.
- Established scalable creative and content workflows, improving campaign readiness, production efficiency, and consistency across digital deliverables.
- Drove e-commerce and website initiatives (WordPress/Shopify), enhancing product storytelling, discoverability, and overall user experience.

⇒ Key Achievements

- Contributed to 40% revenue growth through scalable creative operations and workflow optimization.
- Built and expanded multi-disciplinary creative capabilities across motion, 3D, UI/UX, and web functions.
- Supported onboarding of 6+ international clients, contributing to business expansion across new markets.

Karvy Next (Production House)
Creative Head / Manager
Apr 2018 – Nov 2019

- Led **end-to-end creative direction** across digital campaigns, brand assets, and website visuals
- Delivered integrated marketing outputs including **videos, banners, social content, and campaign creatives**, aligned with brand positioning and business goals
- Onboarded **20+ brands**, along with **two major in-house marketplace brands**, driving complete category-level design and visual development across **product detail pages (PDPs) and campaign assets**
- Played a key role in **website revamps**, enhancing visual storytelling, usability, and overall engagement
- Collaborated with marketing and technology teams to ensure **seamless execution across creative, platform, and campaign requirements**
- Developed **cost-efficient production approaches** while maintaining high-quality output across multiple projects
- Contributed to establishing a **production-led creative service model**, supporting both internal and external stakeholders

Fashionandyou.com
Retail Manager – Creative & Operations
Apr 2014 – Nov 2014

- Managed a **60+ member cross-functional team** spanning design, photography, content, and styling
- Optimized production workflows to support **high-frequency campaign cycles (30–35 flash sales/day)** aligned with revenue targets
- Acted as a **key bridge between marketing, buying, and operations teams**, ensuring alignment across business priorities and creative execution

- Strengthened process efficiency and output quality through **structured execution frameworks and team enablement**
- Supported **sale-driven creative strategies**, enhancing product presentation and customer engagement

Zovi / Koovs /Heaven & Home - Early Career Experience 2011-2014

- Built and scaled **in-house studio operations and visual production systems**
- Collaborated with marketing teams to develop **brand identity, campaign visuals, and category storytelling**
- Supported product and category launches through **creative direction and visual positioning**. Established **guidelines for consistent visual execution** across platforms and teams
- 2006 – 2007 : Schneider Electric, IAB Magazine & Olive E – Business | Web Trainee, Content Writer & Visualizer

KEY BUSINESS IMPACT

- Strengthened **website-led growth** through improved user journeys, content alignment, and conversion-focused design
- Enabled **faster campaign execution and content scalability** through structured workflows and improved coordination
- Contributed to **revenue growth (40%)** through operational and creative optimization
- Improved **visibility into performance metrics** through centralized dashboards and reporting systems
- Enhanced **cross-functional alignment**, connecting creative execution with marketing and business objectives

TOOLS & CAPABILITIES

- Website Platforms: WordPress, Shopify
- Analytics & Reporting: Google Analytics, Looker Studio
- Creative Tools: Adobe Suite (Photoshop, Illustrator, InDesign), Capture One
- Content & Workflow Systems: Scalable content development, structured production pipelines
- Campaign Collaboration: Cross-channel campaign execution and optimization

EDUCATION

- Strategic Digital Marketing & Analytics – IIM Visakhapatnam
- PG Diploma – Professional Still Photography
- PG Diploma – Digital Media
- Bachelor of Fine Arts – Applied Arts

ADDITIONAL ENGAGEMENTS

- Visiting Faculty – Light & Life Academy & Indian Institute of Photography
- Jury Member – Photography Competition (Karnataka Engineering College Fest)
- Published work – Chizz Magazine
- Owned Studio, Delhi (2013-2014) - Freelance

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