

Garima Chaudhary

Creative Director | Visual Strategist | E-Commerce Innovator

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PROFESSIONAL SUMMARY

Accomplished Creative Director, Consultant, and Visiting Faculty with 17+ years of experience across digital and print ecosystems, evolving alongside the rapid growth of e-commerce and digital transformation.

Proven track record of leading creative and operational functions, building high-performing teams, expanding capabilities, driving revenue growth, and delivering scalable, high-impact solutions across brand, content, and digital platforms. Recognized for aligning creative vision with business outcomes, bringing a balance of strategic thinking and executional excellence.

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

Squared Circle E-Com Pvt. Ltd.

Senior Manager – Creative Strategy & Digital Growth

Aug 2021 – May 2024

- Owned the **website and digital experience as a core growth engine**, aligning content, design, and campaign execution to improve customer journeys and conversion outcomes
- Partnered closely with marketing and leadership teams to **strengthen funnel performance across acquisition, engagement, and conversion stages**, ensuring alignment with business goals
- Established **structured content and creative workflows**, improving production speed, consistency, and scalability across campaigns, website updates, and client deliverables
- Led the development of **centralized reporting systems and performance dashboards** using Looker Studio, enabling visibility into campaign effectiveness, content output, and operational efficiency
- Translated performance data into **actionable insights**, supporting faster decision-making and continuous improvement across marketing and delivery teams
- Drove website and e-commerce initiatives (WordPress/Shopify), enhancing **product discoverability, visual storytelling, and user engagement**

Key Achievements

- Delivered **40% revenue growth** through workflow optimization and scalable creative operations
- Built and scaled **multi-disciplinary creative capabilities** (motion, 3D, UI/UX, web), enabling integrated campaign delivery
- Supported onboarding of **6+ international clients**, contributing to business expansion across new markets
- Grew team strength by **70%** while maintaining **1% attrition**, ensuring stability and consistent delivery quality
- Improved campaign readiness and execution timelines through **streamlined production and coordination models**

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
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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
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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
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EDUCATION

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