

WORK EXPERIENCE

BLONDE + CO

Creative and Marketing Associate

New York, NY

Jan2025 - Present

- Led creative ideation and conceptualization for photo, video and digital content creation for client brands in beauty and fashion.
- Art directed, and produced set concepts per creative vision, provided on-set direction for shot and digital content.
- Created marketing strategy and required marketing materials for agency marketing efforts.

CHANEL

Jr. Art Direction and Special Events Intern

New York, NY

June2024 - Aug2024

- Collaborated with creative teams on conceptualization for digital content creation for the brand.
- Worked alongside senior creatives to curate and pitch relevant social & brand content, based on seasonal social happenings.
- Assisted in production of photo and video content and developed briefs for new content, ensuring strong brand alignment.
- Manage assets and help develop go-to-market decks for key launches and PR initiatives.
- Assisted in visual merchandising for window displays and store interiors for flagship boutiques.

NOSTA BEAUTY

Digital Marketing and Content Creation Director

Remote + NYC

Oct2023 - Jan2024

- Directed and created engaging visual content for Instagram, TikTok, and web, to build and grow the social media community.
- Ideated, filmed, and edited video content, producing assets optimized for platforms like Instagram Reels and TikTok Live.
- Collaborated with creative teams to maintain a strong, cohesive, and consistent brand identity through all digital assets.
- Worked closely with the team on production and shoot for content, maintaining the look and feel of final visuals.
- Created design ideation boards and managed sourcing of all required material as per design requirements.

THE SOAPERY USA

Creative Director for Visual Content

Savannah, GA

May2023 - May2023

- Developed and executed a creative vision for all branded content, aligning with the marketing and brand strategies.
- Designed retail-inspired set layouts, props, vision, for brand content and storytelling-based merchandising concepts.
- Led content creation, art-directed on set, for photo and video shoots for social and e-commerce, ensuring consistency in aesthetics.
- Oversaw all aspects of creative execution, from initial concepts through the production and execution phase.

COTY X SCAD^{PRO}

Team Lead - Advertising and Marketing

Savannah, GA

Jan2023 - Mar2023

- Led the creative development and execution of a 360 campaign for a luxury fragrance brand.
- Collaborated on product development, and designed the launch campaign for the new product.
- Managed teams on design, content creation, production, asset allocation, including social, print, display, photo and film, and OOH.
- Art Directed photographers, stylists, and other team members on-set, ensuring the successful execution of creative concepts.
- Worked with Production designers to design the set and environment for the brand film shoot and live event.
- Supported creative and production teams in all aspects of execution, from initial concepts through the production and go-live.
- Created moodboards, approved design vision, environmental designs, plans and execution processes for brand shoots.
- Curated an immersive brand experience for the visiting clients & successfully delivered a pitch to the Stakeholders.
- Oversaw the execution of all events from developing the brief and run-of-show through logistics and coordination.

YANTRA DESIGN STUDIO

Production Design Associate, Netflix

Mumbai, India

Dec2019 - Mar2020

- Collaborated in Set Design, Pre-production, and shoot for a Netflix India Web Series.
- Worked closely with senior designers and directors to develop the visual direction for spatial style and design concepts.
- Assisted in creating 2D/3D models and set environments to visualize production design concepts. (3D/2D - Sketchup/AutoCAD)
- Assisted in creating and approving design boards, moodboards and art directing environmental design.
- Handled external communication, press, and vendor inquiries, directing them to the appropriate parties. Supported the team at screenings, and special events as directed.
- Provided on-set direction, art directed, and styled scenes to ensure successful execution of the creative vision.
- Reviewed drawings, mock-ups and prototypes, with the Design Director, including set and site inspections
- Assist in the coordination of fabricators or other vendors, from bid award through final installation.

PROJECTS UNDERTAKEN

Visual Merchandising for CHANEL boutiques

- Assisted in the seasonal visual merchandising rotation, at CHANEL 57th Street and Saks 5th, NYC
- Collaborated in recreating on-brand and appealing visual merchandising setups, per global visual guidelines, alongside design, marketing and merchandising teams.

Loewe Concept Store Launch

- Developed a new product line for Loewe. Concepted the visual merchandising strategy and designed a concept store.
- Created visual displays for the store windows and interiors based on creative directives; created graphics for displays.
- Designed 3D concepts in-store using SketchUp to plan spatial layout, circulation flow, and merchandise placement.

Jacquemus Brand Film

- Concepted and Produced a brand film for the Luxury Brand Jacquemus. Directed, and visually ideated the film.
- Managed the creative team, crew, and provided on-set visual direction. Ensured smooth production, pre and post shoot.

Advertising for Luxury and Sustainability

- Conducted market research on multiple luxury and sustainable brands. Devised new 360 campaigns, social and new media content, PR strategies, and Visual Narratives **Stella McCartney**. Curated PR Events and Pop-Up experience for **SKKN by Kim**.

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Savannah, Georgia

Master of Fine Arts in Advertising; Major in Art Direction and Ad for Luxury Brands

2023

MIT INSTITUTE OF DESIGN (+ L'ECOLE DE DESIGN, NANTES, FRANCE)

Pune, India

Bachelor of Design in Retail, Exhibition, and Experiential Space Design

2020

SKILLS

Art Direction, Luxury Retail design, Environmental design, Production Design for Film and Camera, Content creation, Experiential Design, Visual Merchandising, Spatial Design, Event Design, Photo Art direction (Product, Fashion, Editorial), Staging & Styling, PR, Creative strategy and execution. | **Technical Skills:** Microsoft Office, 3DS Max, Sketchup, AutoCAD, Adobe Suite (Photoshop, Illustrator, Indesign, Premiere Pro, After Effects), Capcut, Canva. | **Supporting Skills:** Collaboration, Communication, Teamwork, Quick Adaptability, Coachability, Time management.

Languages: English | French | Hindi