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| ali namdarDubai · +971585041608kreativaly@gmail.com · kreativealy.com |
| SummaryCompetitive industry professional with 20+ years of experience in the business of Fashion who values innovative thinking without compromising the ultimate goal of increasing retail revenue. Over the years, I have grown from the grassroots level to General Manager Creative. Articulating Visual Communication is a part of my DNA. My forte further exceeds having in-depth knowledge of product design and development.My years of experience have supplied me with expertise in most fashion universe disciplines and helped me shape into a more rounded individual. |

# Experience

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| **2014-2018****General Manager Creative- Core Team Business****Splash- Landmark Group****Most Proud Of*** **A vital member of the Business core team driving company key initiatives and strategies on the communications front (creative and tactical)**
* **Owner creative communication and accountable for visual merchandising, marketing, events, sales(footfall), and product sign off.**
* **I had authorization on the complete product range for a turnover of $ 700 million.**
* **Built a Science in the business by locking store blueprints, layout, brand adjacencies, and options. Created an aesthetic resulting in excellent consumer experience and increased densities. (2.2 to 3.4)**
* **Ceased outsourcing of all creative activities (design & management) built and trained team of creative professionals inhouse, thereby cutting costs by 30%.**
* **Strategized and executed top celebrity campaigns, events, and region's most prominent fashion shows.**
* Accountable for synergies between departments (product-creative-marketing-visual merchandising-retail)
* Tracked trends, assessed data, and kept up to date with industry techniques.
* Designed solutions based on the individual brand, category, and season requirements.
* Shaped brand standards and designed procedures to ensure all products are brand appropriate.
* Led projects and on all team fronts.
* Produced and Directed Film shoots and Fashion Events.
* Strategized and led offline and digital creative and tactical campaigns, authorized budgets and media plans, set ROI goals, and monitor returns.
* Analyzed consumer insights (lifestyle, demographics, sales trends, and shopping behavior), and led campaigns to maximize sales, growth, customer acquisition, and customer retention.
* Ensured the brand message is sharp and consistent across all channels.
* Identified opportunities to reach new market segments, evolve the business and expand market share.
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| **2010-2014****Business Head-Core Team Member (Product)****Splash- Landmark Group** **Most Proud Of*** **Owner/ Business Head Product Young Division (Men & Women) Accountable for product sign off for the business of (Young portfolio Men & Women) $ 200 million & for overall product sign off all categories along with other core team members.**
* **A vital member in strategizing the change from multi-brand to a mono-brand model.**
* **Led and grew the Franchise character business model from a 0 .5 to 5 percent contribution ($ 40 million)**
* Programmed and led seasonal creative briefs.
* Crafted strategies and growth plans in collaboration with Buying, Design, and Merchandise managers.
* Led and guided Buying and Design departments.
* Led teams on trade & design fairs.
* Projected purchasing trends across categories of business.
* Edited and authorized budgets, collections, options, and samples with Buying and Design managers.
* Strategic vendor communication (pricing, buying terms, quality, and delivery)
* Led process improvement across teams.
* Trained new talent for a smooth transition into the business ecosystem.

**1996-2010****Journey****Splash- Landmark Group** **Sales, Visual Merchandising, Buying Coordinator, Assistant Buyer, Buyer, Senior Buyer** |

# Education

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| **1991-1993****Bangalore (India)**Pre-University (+2) in the field of Science (PCMB)Al Ameen College |
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# Skills

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| * Strategy
* Campaign Management
* Branding
* Social Media
* Marketing
* Creative Direction
* Event Management
* Content Production
* Design Management
 | * Retail Science
* Visual Merchandising
* Store Design
* Buying
* Budgeting
* Pricing
* Negotiation
* Vendor Management
* Trend Forecasting
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# interests

The Medium of Cinema, Telling a Tale