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| ali namdar  Dubai · +971585041608  kreativaly@gmail.com · kreativealy.com |
| Summary Competitive 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. |
| **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 |

# interests

The Medium of Cinema, Telling a Tale