



Brand building & creative strategy across D2C,
fashion and performance marketing.

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I build the creative ecosystem around a brand's story — for Sweet Dreams, Lenskart and Fabindia. From the campaign film to the creator, the press drop to the performance ad, every touchpoint speaks the same language.

01 Experience

Sweet Dreams

Jul 2026 – Present · On-site

Brand Building Head

- Define and evolve the brand's creative identity, positioning and visual language.
- Lead creative strategy, campaign ideation and brand storytelling.
- Conceptualise and execute seasonal campaigns, product launches and brand films, end to end.
- Set visual direction for shoots, lookbooks and digital campaigns, with one voice across every touchpoint.
- Develop creator collaborations, cultural integrations and brand partnerships.
- Built AI-led workflows that speed up ideation, shoot planning, editing and turnaround.
- Work with marketing, merchandising and business teams to build long-term brand equity.

Lenskart

Sep 2023 – Sep 2025

Creative Producer & Senior Media Executive

- Produced 25+ integrated campaigns, including celebrity-led shoots, product launches and brand collaborations.
- Ran large productions with budgets from ₹25L to ₹2.5Cr.
- Made content that reached 30M+ people across digital, social and performance platforms.
- Planned influencer campaigns and brand collaborations across categories.
- Led launch events, creator meetups, store activations and experiential campaigns.
- Saw campaigns through from pre- to post-production, on time, on budget and on brief.

Fabindia

Jul 2022 – Sep 2023

Social Media Executive & Video Producer

- Delivered 100+ social assets across campaigns.
- Shaped brand storytelling across platforms and led video for brand shoots.

02 In numbers

30M+

people reached

25+

integrated campaigns

₹2.5Cr

largest shoot budget

100+

social assets delivered

₹4Cr

branding budget
managed

03 Internships

Fabindia Limited

Okhla HQ · Jul – Sep 2022

Nykaa

New Delhi · Jun – Jul 2021

04 Education

The NorthCap University

BBA, Gurugram · 2019 – 2022

California Institute of the Arts

The Art of Filmmaking, via Coursera

Google Digital Unlocked

Fundamentals of Digital Marketing

K.R. Mangalam World School

Vikaspuri

05 Toolkit

SKILLS

Creative strategy, Brand storytelling, Content creation, Videography, Campaign production, Influencer marketing, PR & gifting, Event production

SOFTWARE

Premiere Pro, DaVinci Resolve, CapCut, InShot, Figma, Affinity, Canva, Google Workspace, Meta Business Suite

AI TOOLS

Higgsfield, Kling, Gemini, Claude, Magnific

noor CONTACT

Say hello.

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