

Mahima Shevade

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I'm Mahima Shevade, a **Creative Lead** with an experience of **5 Years**.

I live by the Mantra '**Not just another Star in this Universe**'. Applying the same to the Brands, I help them break free from the ordinary — and **Shine Brighter Than Ever!**

Work Experience:

◆ Senior Visual Designer

(Pepperfry | Oct 2022 - Present)

◆ Ad Campaigns -

Brainstorming, Ideating and Creating content for Social Media & Offline Ads for Award Winning Campaigns like **Fashion for Home, Why Wait for Diwali, Celebrating Pepperfry's 13th Birthday and several more.**

◆ Creating Retention & Internet Marketing Communication -

Designing E-Mail Creatives, Internet Banners, Website Banners, WhatsApp Banners for Retention and Internet Marketing Campaigns aiming several Cohorts.

◆ In-Store Branding and Communication -

Designing In-Store Creatives for Communication like Signages, Communication Wall, Store Launch Standee & Social Media Posts, Promotional Leaflets, Newspaper Ads, Window Display.

◆ Monitor & Analyse Social Media Metrics -

Calculating Reach, Impressions, CTR, CPC, Engagement and Developing Performance Metric sheets based on weekly or monthly analysis of Posts, Reels & Stories.

◆ Mentoring Junior Designers & Interns -

Setting the Visual Direction for projects and ensuring the consistency of design, Feedback, and Support to ensure high-quality design work.

◆ Visual Designer

(The Brand Story | Sept 2020 - May 2022)

◆ Head Social Media -

Led the Agency's Creative team, Overseeing Planning, Strategy, and Execution of Designs Aligned with Brand Identity and Guidelines.

◆ Social Media & Print Creatives -

Brainstorming & Creating Social Media Creatives, Newspaper Ads, Flyers, Standee Designs, Invites, Presentation Designs for a diverse range of projects for both B2C & B2B Brands.

◆ Education

◆ B. Des Fashion Communication

School of Fashion Technology, Pune

◆ MBA Marketing

Symbiosis College of Distance Learning, Pune

◆ Softwares

| Figma | Illustrator | Photoshop | Sora AI | Adobe Firefly

◆ Interests

| Adventure Sports | Travel | Modelling