lon

Creative & Content Director

Contact

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Technical

Adobe Creative Cloud Google Workspace Figma

Career Overview

Spearheading startups and corporate organisation, I believe in the transformative power of design and communication to humanise brand experiences for all. With a passion for strategy, innovation and craftsmanship, I tackle problems from the consumer viewpoint by employing strategically-driven creativity, creating impactful experiences and delivering tangible business outcomes.

With a strong focus on Creative & Content Direction, I excel in managing multi-disciplined teams and driving growth in dynamic environments. With a hands-on leadership style deeply entrenched in the creative process, every project benefits from my expertise, however big or small the task I come with unwavering commitment.

I have extensive experience leading large internal and external teams within technology and marketing organisations, successfully serving the UK and MENA marketplaces. My expertise lies in delivering creative excellence and fostering team collaboration to achieve outstanding results.

Education

University of Hertfordshire, BA Hons, Fashion Design 2008

University for the Creative Arts, Foundation in Art & Design, Fashion 2005

Northfleet School for Girls, School & Sixth Form 2004

Experience

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SVP Creative & **Content - Strategic** Projects Jan 2020 - Present

Appointed to spearhead a new venture, lestablished a UK office as a creative in-house agency. This involved developing new brands, features, UI & UX, visual systems, TOV, strategy and Product launches. I assembled small freelance teams of international experts to take briefs and bring them to life with comprehensive go-to-market asset plas asset plans

Key projects included the launch of NAMSHI, The Dubai Mall online shopping, noon Food, noon Daily, noon Grocery, noon One, Now Now rebrand, and Sivvi rebrand

All platforms are now among the top three go-to destinations in the region

Creative & Content Director Nov 2017 - Jan 2020

Headed Social and Content teams to support the company's content and grow its social media community.

Developed and produced engaging video content for both customers and sellers, using storytelling to build a strong and resonant bran nd

As Creative director, established the Middle East's largest e-commerce platform from scratch in just three months by building in-house teams and sourcing top talent globally. Led highly skilled departments including Design, Production, Video and imagery imagerv.

Crafted an end-to-end consumer Cratted an end-to-end consumer brand experience with an aggressive go-to-market strategy, overseeing app and desktop development, digital strategy, offline marketing, activations, influencer partnerships, campaign strategy, content creation, and storytelling.



Head Of Creative Apr 2015 - Jun 2017

Headhunted and relocated to Dubai. Building and leading in-house Design & Production team. Working alongside Growth, Onsite, Buyers, PR and Product teams I would lead my department on strategy and launching new campaigns, events, brand partnerships as well as the day to day running of the business.



Senior Digital Lead May 2013 - Apr 2015

I joined the team to relaunch M&S.com, transitioning it from the Amazon platform to their own. This transformation included introducing the Style & Living inspiration hub, enhancing the online shopping experience, and integrating their brand campaigns to digital experiences.



Freelance Designer Jul 2012 - Apr 2013

Assisted Art Director and Creative Director on M&S and Next accounts, as well as managing presentation decks for client meetings.

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Freelance Print Designer May 2011 - Aug 2012

Designed multiple features from Vogue, GQ, World of Interiors. Alongside Art Directors I would support in the flat plan Layout, image sourcing and design features to be prepared by Art Department team for final print.