

IRWIN SAHOLI

+1 843-602-3520 · irwinsaholi2502@gmail.com
1230 W Peachtree ST NW, Atlanta-30309



LINKEDIN



WEBSITE

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN (SCAD)

M.A. in Luxury & Brand Management, Expected
Graduation 2025

Savannah, USA

2023-2025

NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT)

Bachelor in Design

Raebareli, India

2008-2012

OBJECTIVE

Seasoned design professional with a decade of experience in leading teams, developing strategies, and delivering innovative solutions. Proficient in brand management, marketing initiatives, and optimizing creative strategies. Seeking a leadership role in brand management or design to leverage strategic insights, creativity, and team leadership for business growth and exceptional brand outcomes

PROFESSIONAL EXPERIENCE

MARKETING INTERN EVER LASTING FABRIC

Remote, USA

June 2024-Aug 2024

- Developed a digital marketing strategy integrating content, social media, and influencer partnerships to boost brand visibility.
- Authored 50+ SEO-optimized blog posts on bedding trends, product features, and industry insights.
- Managed Pinterest outreach, engaged 100+ bloggers, and grew the affiliate program by 30%.
- Created engaging video content for Instagram to showcase products and boost engagement by 60%.
- Optimized content strategy using Google Trends and Pinterest analytics, increasing reach by 45%.
- Led the YouTube influencer program, overseeing strategy, research, and execution.

SENIOR FASHION DESIGNER

BESTSELLER RETAIL

New Delhi, India

Feb 2022-July 2023

- Contributed to collection planning and design from concept to completion.
- Coordinated cross-functional meetings with merchandisers, production managers, and pattern masters for smooth production.
- Managed procurement of 200+ samples from various factories, ensuring workflow efficiency, cost-effectiveness, and market alignment.

THE LOOM

New Delhi, India

Feb 2022-July 2023

- Led seasonal collection development, innovated block designs, and coordinated color palettes with printers.
- Designed collections for TheLoom, driving a 100% increase in e-commerce orders within a year.
- Sourced fabrics and trims ethically within budget, collaborating closely with merchants and vendors, and ensuring sustainable practices.
- Managed pre-production sample approvals, ensuring adherence to design and quality standards.
- Directed 15+ photo shoots and guided the uploading team for accurate product representation.
- Led a team of 7+ including graphic designers, Masterji (block printers), and tailors to ensure smooth execution of design concepts.

DYNAMIC BENEFICIAL MARKETING ACCORD PVT.LTD.

Gurgaon, India

Feb 2019-Aug 2020

- Directed developing 10+ seasonal collections, overseeing trend research, mood boards, and sample execution.
- Conducted rigorous cost analysis and budgeting to ensure financial viability and maintain profit margins for each collection.
- Showcased versatility and expertise in fashion design and branding, contributing to developing women's and men's apparel, bags, jewelry, and overall brand identity at Earthy Scent.

INCEPTRA LIFESTYLE

Gurgaon, India

Dec 2016-Aug 2018

- Demonstrated leadership skills by managing an assistant designer and merchandiser for the brand Lyla.
- Oversaw seasonal collection design and ensured coordination with printers and factories.
- Ensured industry regulations and compliance by approving final designs and production samples (PP samples) to guarantee quality and alignment with brand standards.

FASHION DESIGNER
RITU KUMAR

Gurgaon, India
Apr 2013- Oct 2016

- Promoted from Assistant Designer to Designer at Ritu Kumar within 1.5 years.
- Received the prestigious Ex Gratia Award for exceptional design and innovation in 2018.
- Achieved early career success with a runway hit at Ritu Kumar within three years

ACADEMIC EXPERIENCE

CREATIVE STRATEGIST SCADPRO SPONSORED COURSE WITH MAYO CLINIC

Savannah, USA
Sep 2024- Nov 2024

- Collaborated with Mayo Clinic's Art and Humanity team to conceptualize an app enhancing patient, visitor, and staff experiences.
- Designed features like the Mayo Legacy Tour, Nature Tour, Meditation & Haptic Experience, and Positive Thoughts Sharing.
- Gained experience in user-centric design, cross-disciplinary collaboration, and presenting innovative ideas.

MARKETING STRATEGY CONSULTANT SCADPRO SPONSORED COURSE WITH LOVESHACKFANCY

Savannah, USA
Mar 2024- May 2024

- Collaborated with LoveShackFancy to develop a marketing strategy for their bespoke and vintage collection.
- Designed an in-store experience and campaign video to enhance brand storytelling and engagement.
- Applied marketing insights to brand positioning, experiential marketing, and campaign execution.
- Analyzed luxury fashion trends to inform strategic decisions.

ACADEMIC PROJECTS:

Savannah, USA
Sep 2023- Mar 2025

- Rebranded Dolce & Gabbana, resolving controversies and championing cultural diversity.
- Produced The Garden of Love, a sustainable fashion film for Stella McCartney.
- Developed a global supply chain strategy for a U.S. e-commerce brand.
- Conducted a strategic brand analysis for Bulgari.
- Planned Zegna's expansion into Jeddah.
- Created a business plan for an organic babywear e-commerce brand.
- Designed VIP office stationery gifts for Hyundai, including notepads, diaries, and calendars, as part of the Hyundai SCAD Design Challenge.

CERTIFICATION

Inside LVMH - Creation and Branding, Retail and Customer Experience.

PROFESSIONAL SKILLS

- Organizational and Time-management skills
- Concept Ideation & Development
- Design & Team Coordination
- Detail-oriented
- Project Management
- Trend Forecasting
- Product Development
- Costing and Pricing
- Sourcing and Negotiation
- Strategic Planning

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe InDesign
- Microsoft PowerPoint
- Microsoft Word
- Microsoft Excel
- Canva
- Procreate
- Shopify Bloggle