LAKSHAY JOSHI

I make brand content and run the business behind it.

I sell old cameras to people born after they stopped being made, and almost all of it runs on content. Digicamstore.in has been mine since March 2023: I script, shoot and edit every reel, and Instagram is where most of the sales start. Alongside it, I co-founded and ran a creative studio, making content for brands like Nivia × Setu Nutrition, 1.5 Degree and Home 360. Before that, I was on the early team at Gully Labs, running video production and operations as it grew to 60+ people. I have been editing for paying clients since 16.

What I care about is why one video gets shared and another gets skipped, and building the idea around that. Next, I want to do that inside a growing brand, close to the founders.

LOOKING FOR

Founder's Office, content lead or creative strategy roles at early-stage consumer brands.

Based in Delhi. Open to moving to Mumbai or Chennai.

CONTACT

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WORK
lakshay.space/work

STORE
digicamstore.in

Now

Digicamstore.in	Pre-owned digital cameras, sold mostly through Instagram. Still running it day to day.
Print Store	Photo prints ordered through a custom print studio I built on the Digicamstore Shopify store.
Photobooths	Booths at events, and now self-serve booths at cafes around Delhi.

Experience

DIGICAMSTORE.IN — '23 03 → NOW

Founder

- Run Instagram as the main sales channel. I script, shoot and edit every reel and product post, and grew the page to about 15K followers.
- Handle everything else too: sourcing and pricing stock, customer support, and the Shopify store, with custom Liquid sections and a print ordering system.
- Extended the brand into a Print Store and photobooths in 2026, and ran a UGC barter campaign trading free prints for creator reels.

CREATIVE STUDIO — '25 10 → '26 08

Co-founder, Creative Strategy & Production

- Co-founded and ran a creative studio. Came up with campaign ideas and wrote scripts for six brand accounts, including Nivia × Setu Nutrition, 1.5 Degree, Home 360 and Corium Sacs, then saw each one through to the final edit.
- Ran pre-production and shoot days: briefing crews, planning schedules, and coordinating vendors and talent.

GULLY LABS

'23 10 → '25 04

Joined as the second employee. The company grew to 60+ people while I was there.

Founder's Office: Operations & Video Production Lead

Jul 2024 to Apr 2025

- Built and ran a freelance production team when full-time hiring was not viable, delivering social content, website assets and ad creative.
- Joined when the company was shipping 10 to 15 pairs a month. By the end of my time, it was doing 1,000+.
- Owned day-to-day operations alongside creative: inventory, dispatch, returns, and production reporting from line managers.

Founder's Office

Jan 2024 to Mar 2024

- Worked directly with the founders on whatever the company needed that week: setting up the first manufacturing unit, sourcing and evaluating vendors, sitting in on hiring, producing content and supporting planning.

Intern

Oct 2023 to Jan 2024

- Joined to support video production and took on work outside the brief as it came up, which led to the founder's office after three months.

SELF-EMPLOYED

'21 08 → '24 07

Freelance Photographer & Video Editor

- Editing video for paying clients from 16 and working on shoots from 18, assisting other freelancers and small business owners.
- Worked mostly with traditional businesses moving to e-commerce, which is where I learned product photography and how brand-building work actually gets made.

Skills

Content	Campaign ideas, scriptwriting for short-form, content strategy, hooks and trends, reading performance, creator and brand collaborations
Production	Creative direction, shooting and editing short-form video, photography, pre-production and shoot days
Business	Running a D2C brand end to end, inventory, dispatch and returns, Shopify (Liquid, custom builds), AI-assisted workflows

Education

Bachelor of Business Administration

JIMS Kalkaji, Delhi

'22 12 → '25 05