

A close-up portrait of a woman with long dark hair, wearing bright red lipstick and several rings. She is looking slightly to the side with a thoughtful expression, her hand resting near her chin. The background is a neutral, light-colored wall.

SURBHI KASHYAP

RESUME

GRAPHIC DESIGN

Brand Management

With over a decade of experience, I've honed my skills in product development, digital marketing, brand management, project management, and business development. My expertise spans industries such as textiles, e-commerce, finance, advertising, marketing, and UI/UX. I specialize in crafting effective branding and marketing strategies, managing ATL, BTL, and TTL activities, and navigating complex business dynamics.

Art Direction

DIGITAL MARKETING

*10 years
of
Experience*

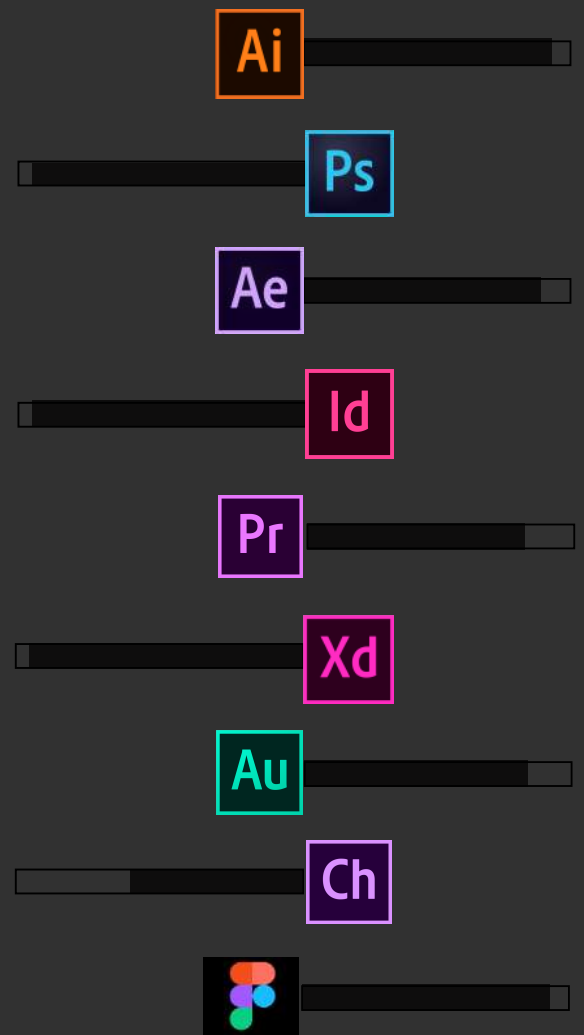
EDUCATION

- 1999-2008 - Ryan International School (CBSE)
- 2008-2010 - Ryan International School (GSEB)
- 2010 -2014 - NIFT (B.des Fashion/Apparel Design)
- 2020 - SGVU (MBA in Digital Marketing)
 - present (Distance learning)

PROFESSIONAL SKILLS

- Project Management
- Presentation
- Shape Brand Communication
- Growth Strategies
- Concept Development
- Research & Analysis
- Merchandise product development
- Photoshoot/Video shoot Management
- Marketing strategies
- Creative marketing
- Social media management
- Design Curator
- Creative writing
- Content writing
- Business development
- Packaging designing
- UI/UX and Graphic Design

SOFTWARE SKILLS



CONTACT

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AUGUST 2023 TO MAY 2024

BRAND MANAGER

Ratnaafin Capital Pvt. Ltd.

- **Research & Analysis:** Conduct thorough research and analyze competitive, customer, and industry trends.
- **Project Management:** Lead project plans for brand and product experiences.
- **Customer Insights:** Deepen understanding of customer journeys for valuable insights.
- **Budget Management:** Support in managing marketing budgets.
- **Campaign Development:** Develop and implement ATL and BTL campaigns.
- **Cross-Functional Collaboration:** Work closely with cross-functional teams for integrated campaigns.
- **Brand Consistency:** Ensure consistent brand messaging and positioning.
- **Stakeholder Relationships:** Build strong relationships with stakeholders and agencies.
- **Strategic Innovation:** Create innovative strategies to boost brand visibility.
- **Brand Equity:** Execute plans to strengthen brand equity.
- **Content Oversight:** Oversee creative and social content within the marketing team.
- **Uniform Positioning:** Ensure consistent brand messaging across all platforms.
- **Industry Trends & Innovation:** Stay updated on industry trends and seek out innovation opportunities.

S E N I O R U I / G R A P H I C D E S I G N E R

UNISON GLOBUS/INITOR GLOBAL

JANUARY 2021 TO AUGUST 2023

- **Digital Marketing Collaterals:** Designed branding materials for enhanced digital presence.
- **Website Design:** Developed and maintained user-friendly, visually appealing websites.
- **UI Design:** Created intuitive user interfaces to improve engagement.
- **Social Media Design:** Crafted tailored concepts to boost online presence.
- **Exhibition/Conference Materials:** Designed booths, standees, handouts, and flyers for events.
- **Webinar Presentations:** Developed engaging PowerPoint presentations.
- **Podcast Editing:** Edited audio for optimal quality.
- **Video Production:** Shot, created, and edited videos to enhance marketing.
- **Blog Page Design:** Designed SEO-optimized blog pages to attract the target market.
- **Event Collateral:** Designed materials for internal and external events.
- **Interior Design:** Contributed to the branding of new office outlets.
- **Art Direction:** Provided cohesive art direction for visual campaigns.
- **Campaign Designs for US & Canada:** Crafted tailored campaign designs.
- **Team Management:** Managed teams and delegated tasks for successful project completion.

MULTIPLE PROJECTS -MARKETING AND STRATEGIZE-2020

FMCG, Healthcare, Food App, Finance, Home & Textile Industries

Website and Graphic Design Led the creation of websites, product graphics, logos, social media graphics, and banners.

Collaboration and Usability Partnered with e-commerce teams and developers to align design with usability, accessibility, and web standards.

Quality Control Conducted design reviews and stayed updated on industry trends to maintain high standards.

Work Environment Fostered a collaborative and creative work environment.

Strategic Growth Developed growth plans and conducted market research to expand market presence.

Marketing Strategies Formulated and refined online and offline marketing strategies based on performance analysis.

Brand Development Collaborated with stakeholders to enhance brand identity and implemented feedback for continuous improvement.

MARKETING PRODUCT DESIGNER

MRIGYA CLOTHING CO. - FEBRUARY 2018 TO MARCH 2020

Trend Research: Conducted research to identify fashion trends and analyzed consumer preferences.

Digital Prints & Embroidery: Created digital prints and embroidery patterns aligned with trends and brand aesthetic.

Prototype Development: Designed and developed prototypes for seasonal collections.

Product Styling & Photoshoots: Coordinated styling and managed photoshoots to showcase garments.

Catalogue Design & Content Writing: Designed catalog layouts and wrote product descriptions.

Set Design & Art Direction: Oversaw set design and art direction for photoshoots and promotions.

Product Development: Managed product development from conception to market launch.

Marketing Collateral: Created marketing materials and campaigns based on market research.

Team Leadership: Led a team of designers and managed project execution.

G A R M E N T D E S I G N E R

JANASYA - DECEMBER 2016 TO JANUARY 2018

Conceptualization & Sketch Development: Generated creative concepts and sketches, aligning with market trends and brand identity.

Technical Pack Development: Created detailed technical packs with measurements, construction details, and specifications.

Trend Analysis: Conducted thorough trend analysis to ensure designs were relevant and appealing.

Fabric & Trim Selection: Chose appropriate fabrics and trims that met quality and design standards.

Prototype Development: Oversaw prototype development, making adjustments before final production.

Print Development: Developed print designs to enhance product aesthetics.

Product Styling: Coordinated styling to market garments attractively, maintaining brand consistency.

Product Content Writing: Wrote engaging product descriptions highlighting key features.

Apparel & Lifestyle Designer

ALAUKIK INNOVATIONS/ARTRO GLOBAL INC. - AUGUST 2014 TO NOVEMBER 2016

Trend Research & Forecasting: Conducted in-depth fashion trend research and forecasting.

Concept Development: Generated original fashion concepts based on market research.

Art Direction: Provided guidance to ensure visual consistency with brand aesthetics.

Photoshoot Coordination: Arranged sets and props for photoshoots.

Designing Garments & Accessories: Designed trend-aligned garments and accessories.

Print & Embroidery Development: Created unique digital prints and embroidery designs.

Prototype Development: Oversaw prototype development to ensure quality.

Content Writing: Wrote engaging marketing and product content.

Print/Graphic Curation: Curated prints and graphics to align with brand aesthetics.

Team Management: Led a team of designers and creatives.

INTERN IN PRODUCT DEVELOPMENT DEPT.

INDIAN TERRAIN - JUNE TO AUGUST 2013

Artwork for Trims, Labels, and Tags: Created visually appealing artworks for trims, labels, and tags to enhance garment aesthetics and communicate brand messages.

T-shirt Graphics Design: Designed T-shirt graphics considering target audience, trends, and brand identity, including artwork, illustrations, and typography.

Tech Pack Creation: Developed detailed tech packs with measurements, materials, construction details, and artwork specifications for accurate production.

ATL Marketing Concepts: Developed concepts for above-the-line advertising campaigns.