

SURBHI KASHYAP

"Brands don't grow because they communicate more. They grow because they make decisions easier."

12+

Years Experience

10+

Industries

*Fashion • Lifestyle • Professional
Services • Financial Services •
Manufacturing*

40+

Campaigns

*Digital • Offline •
Brand • Performance*

99+

Experiences & Activations

*Events • Exhibitions • Workshops •
Webinars • Engagement
Programs*

SIGNATURE STRENGTHS

BUILD

Brand Ecosystems
Customer Journeys
Partner Programs
Communication Frameworks

SIMPLIFY

Complex Products
Financial Concepts
User Experiences
Customer Decisions

LEAD

Cross-functional Initiatives
Brand Transformations
Events & Activations
Agency & Vendor Management

+91-9558497981

surbhi.kashyap9228@gmail.com

surbhikashyap.in

PROFESSIONAL EXPERIENCE

LIQUIFY

Brand Manager
Fintech

2024 – PRESENT

Challenge

Build awareness and adoption for a low-awareness financial category while changing customer behaviour around mutual fund redemption.

Strategic Ownership

Owned brand development across customer, partner, employee, and product touchpoints.

Category Building & Brand Strategy

- Developed communication frameworks for Loan Against Mutual Funds & Shares (LAMF & LAS).
- Shifted brand narrative from product explanation to behaviour change.
- Established consistent brand presence across social, website, product, events, influencers, and partner channels.

Partner Growth & Enablement

- Designed partner onboarding and enablement initiatives.
- Created sales communication frameworks, objection-handling tools, and partner engagement programs.
- Supported webinars, certifications, recognition initiatives, and partner events.

Content & Communication Strategy

- Developed platform-specific content architecture:
- YouTube = Attention
- Instagram = Trust
- Product = Decision
- Built behaviour-led communication focused on trust and risk clarity.

Product & Customer Experience

- Contributed to UX communication, interface clarity, and customer journey simplification.
- Collaborated with product and technology teams on communication architecture.

Brand Experience & Activations

- Led exhibitions, partner events, workshops, activations, internal engagement programs, and Liquify Day initiatives.
- Managed merchandise, collateral revamp, certificates, kits, and event branding.

Key Impact

- Built end-to-end brand ecosystem across customer, partner, employee, and product experiences.
- Contributed to category awareness, partner engagement, and customer acquisition initiatives.
- Strengthened consistency across communication and experience touchpoints.

RATNAAFIN CAPITAL

Brand Manager
NBFC

2023 – 2024

Challenge

Strengthen brand visibility and simplify financial product communication in a competitive market.

Strategic Ownership

Led brand communication, campaign execution, stakeholder management, and market positioning initiatives.

Brand Strategy

- Developed customer-focused messaging and positioning.
- Strengthened brand consistency across touchpoints.

Marketing & Campaigns

- Led ATL and BTL initiatives.
- Supported campaign planning and execution.

Research & Insights

- Conducted customer, competitor, and market research.

Operations & Stakeholder Management

- Managed agencies, vendors, budgets, and stakeholders.

Key Impact

- Improved brand visibility and communication consistency.
- Strengthened market positioning through insight-led initiatives.
- Enhanced execution efficiency through stakeholder alignment.

UNISON GLOBUS / INITOR GLOBAL

Senior UI & Graphic Designer

2020 – 2023

Financial Outsourcing Firm

Challenge

Build a consistent brand experience across digital, marketing, and event touchpoints for global markets.

Strategic Ownership

Led branding, digital experience, and marketing communication initiatives across India, US, and Canada.

Brand & Digital Experience

- Designed websites, landing pages, and digital assets.
- Strengthened brand consistency across platforms.

Marketing & Communication

- Created campaign creatives, presentations, and marketing collateral.
- Supported integrated marketing initiatives.

Events & Engagement

- Designed assets for webinars, conferences, events, and podcasts.

Cross-Functional Collaboration

- Partnered with marketing and business teams to deliver creative solutions.

Key Impact

- Enhanced brand consistency across global markets.
- Improved customer experience through design-led communication.
- Supported business growth through impactful brand assets.

MRIGYA CLOTHING CO.

Senior Product Designer

2018–2020

Women's Wear Brand

JANASYA

Garment Designer
Women's Wear Brand

2016–2018

ALAUKIK INNOVATIONS / ARTRO GLOBAL INC.

Apparel & Lifestyle Designer
Brand Agency/Textile Design Studio

2014–2016

INDIAN TERRAIN

Product Development Intern
Men's Wear Brand

2014

STRATEGIC INITIATIVES

Partner Growth System

Built structured onboarding, communication, engagement, and recognition initiatives supporting partner confidence and adoption.

Internal Brand Alignment

Conducted annual workshops focused on product clarity, communication alignment, and employee brand culture.

Collateral & Experience Transformation

Developed branded merchandise, sales tools, certificates, kits, event assets, and touchpoint experiences.

Cross-Functional Collaboration Framework

Created collaboration frameworks between Product, Sales, Marketing, and Brand teams.

Customer Acquisition Programs

Contributed to partner-led and direct customer acquisition initiatives focused on decision-stage interventions.

EDUCATION

NATIONAL INSTITUTE OF FASHION TECHNOLOGY (NIFT)

Bachelor of Design

TOOLS

Figma • Adobe Creative Suite • Canva • Stitch
Google Analytics • Notebook LM
Notion • Asana • Slack
ChatGPT • Claude • Midjourney • Leonardo AI

PERSONAL BRAND STATEMENT

"I believe brands grow when strategy, customer experience, and communication work together. My approach combines design thinking, business understanding, and customer insight to create experiences that build trust, influence decisions, and drive growth."