

# Surbhi Sachdeva

FASHION MARKETING + BRAND MANAGEMENT

## SUMMARY

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Fashion marketing profession with expertise in developing 360 marketing campaigns using effective branding techniques, engaging narratives and solid market research. A problem solver individual who likes to drive projects to fruition with passion & collaborative effort.

## EDUCATION

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### **Master of Fine Arts in Fashion Marketing & Brand Management**

Academy of Art University, San Francisco (2021-Present)

Thesis Project: Creating a business plan for an e-commerce platform focusing on providing modular business solutions enabling South-Asian fashion companies to sell in the US. Conducted competitive research, analyzed market challenges, and developed digital solutions.

### **Bachelor of Design in Fashion Design**

National Institute of Fashion Technology, India (2015-2018)

**Digital Marketing for Fashion** London College of Fashion, UK (2021)

## EXPERIENCE

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### **Co-Founder & Creative Director** HYPEDEVI (2021-2022)

- Developed the brand strategy, narrative and the brand identity.
- Hired and built a team of 13 skilled craftsmen to lay out and optimize the production chain. Showcased adaptability in navigating a challenging business environment in India, resulting in continued growth and profitability. The brand currently retails in nine countries at present.
- Collaborated with investors to develop the financial plan and budget for the first year of operation.

### **Brand Manager** Nakhrewali, Gurugram, India (2019-2020)

- Increased production efficiency, reduced lead time, and managed eight production team members. Grew the brand's presence from 13 retail stores to 29 retail stores (domestic & international).
- Successfully understood the customer's requirements and helped personalize the existing designs.

**Designer** Anuj Bhutani Studios, New Delhi, India (2019)

**Design Intern** Norblack Norwhite, New Delhi, India (2017)

## CONTACT

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(415) 806-2270  
[surbhisachdeva111@gmail.com](mailto:surbhisachdeva111@gmail.com)  
San Francisco, California  
[www.surbhii.com](http://www.surbhii.com)

## ACHIEVEMENTS

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### **Featured Designer**

Vogue India (September 2022)

### **Featured Designer, Women in Business**

Bebadass.bizz (Indian Magazine)

## SKILLS

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### **Fashion Marketing**

Brand Planning  
Brand Marketing  
D2C/SEO/SEM Strategy  
Trend Analysis  
Copywriting  
Art Direction

### **Brand Management**

Data Analysis/Interpretation  
Digital Marketing  
Project Management  
Social Media

### **Interpersonal**

Problem Solving  
Collaborative  
Detail Oriented  
Results Driven

### **Tools**

Adobe Photoshop  
Adobe Illustrator  
Microsoft Office