

SHAURYA MUNJAL

BRAND • MARKETING • BUSINESS DEVELOPMENT

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PROFILE

Entrepreneurial brand, marketing and business development professional with 10+ years of experience in building ventures, growing client relationships and shaping brands across industries. **Founded and led a 12-person agency serving 115 clients across 20+ industries**, alongside building a **communication and community platform that has trained 8,000+ people and hosted 500+ events**. Combines strategic thinking with hands-on execution, team leadership, client acquisition with a strong understanding of consumer and business audiences.

115

CLIENTS

20+

INDUSTRIES

8,000+

PEOPLE TRAINED

500+

EVENTS HOSTED

LEADERSHIP EXPERIENCE

Founder & Brand Strategist | The Brand Narrative

Jul 2021 - Jul 2026

Branding and marketing agency for startups, family businesses, B2B, B2C and D2C brands.

- Built and led the agency for five years, serving 115 clients across 20+ industries, with international engagements in New Zealand, the United Kingdom and Australia.
- Led and mentored a 12-member multidisciplinary team across strategy, creative direction, customer communication and client delivery.
- Partnered with founders and leadership teams on nomenclature, positioning, brand strategy, customer journey mapping, packaging, websites and communication systems.
- Helped launch new brands and reposition established businesses to become more distinctive, relevant and memorable in competitive markets.
- Selected client names: Neowinn Biotech, Cradle, Quirky Beverages and Oxygen Cycles.

Founder and Trainer | Two Hazy Circles

Jan 2019 - Present

Communication, learning and community platform delivering workshops, corporate training and live experiences.

- Built the venture from a pilot in Auckland, New Zealand into an online and offline learning platform active across 8 cities in India.
- Trained 8,000+ individuals in verbal and non-verbal communication, confidence and self-expression.
- Designed and delivered programmes for Amway, HDFC Bank, Amity University and Government of India projects, alongside schools and colleges.
- Hosted/anchored 500+ events, organised and conducted 80+ events, and delivered 5 keynote speaking engagements.

BRAND & GROWTH EXPERIENCE

Growth Strategist | Chitkara University

Aug 2020 - Apr 2021

Leading private Indian university with two campuses and a multi-institute academic ecosystem.

- Led a two-month end-to-end rebrand of education technology startup SchoolPad, covering logo, visual identity, website and broader brand communication.
- Took ownership of the University's online brand communication and contributed to selected offline and on-campus branding initiatives.
- Led a 12-member team responsible for digital communication and social media across multiple colleges and institutes within the university ecosystem.
- Helped organise 10+ major events featuring prominent entertainers and public figures; hosted events and interviewed personalities including Rannvijay Singha and Devesh Dixit.

EARLIER CAREER

May 2017 - Jan 2018

Marketing & Business Development Manager | VKS Hytech Pvt. Ltd.

Restaurant and frozen-food business. Brand management, customer acquisition, campaigns, partnerships and business development.

Sep 2016 - Jul 2017

Business Development Manager | Logolize

Branding and marketing agency. Lead generation, customer acquisition, recurring client relationships, branding ideas and growth partnerships.

July 2015 - Aug 2016

Growth Hacker - Business Development | Little Internet Pvt. Ltd.

Consumer deals portal for restaurants, salons, events and local experiences. Demand generation, acquisition, retention, branding and online/offline campaign execution.

May 2015 - June 2015

Merchant Relations Intern | Tri Innovations Pvt. Ltd. (Trideal)

Deals and discovery platform for local restaurants, salons and experiences. Merchant relationships, campaigns, customer retention and grievance analysis.

CAPABILITIES & EDUCATION

CORE CAPABILITIES

- Brand Strategy & Positioning
- Business Development & Partnerships
- Marketing & Go-to-Market Strategy
- Customer Journey & Communication
- Team Leadership & Client Management
- Digital, Social & Community Building
- Public Speaking & Facilitation

MBA - INNOVATION & ENTREPRENEURSHIP

Symbiosis Institute of Business Management (SIBM), Pune
2018 - 2020

B.E. - COMPUTER SCIENCE

Chitkara University, Himachal Pradesh
2012 - 2016