BHAKTI KALWANE

Brand Manager

Consumer Marketing · Brand Strategy and Go-to-Market

FUNCTIONAL COMPETENCIES

- Brand Strategy
- Brand Positioning
- Consumer Segmentation
- Brand Architecture
- Go-to-Market Strategy
- New Product Launches
- Integrated Marketing
- Promotional Strategy
- D2C and E-commerce
- CRM and Retention
- Influencer Marketing
- Creative Direction and Copywriting
- Cross-functional Team Leadership

TECHNICAL TOOLS

Shopify · Amazon Seller Central · Meta Business Suite · CRM platforms · Claude · Figma · Canva · Photoshop · Illustrator · HTML

CONTACT

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LinkedIn: **/in/bhakti-kalwane**

Portfolio: **bhaktikalwane.com**

Location: **Pune, India**

Open to: **on-site or remote**

PROFESSIONAL SUMMARY

Brand management professional with **3.5 years** of experience in brand strategy, positioning, consumer segmentation and go-to-market, having **built two sub-brands from concept to launch** and introduced **20+ SKUs** across four channels.

Led integrated campaign strategy, promotional planning and creative direction, delivering **32% higher Meta ROAS and 28% lower CPA** during Freedom Sale 2026 compared to the preceding campaign, in partnership with growth marketing.

Demonstrated cross-functional leadership by managing **seven direct reports,** establishing **16 documented workflows and SOPs,** and contributing to Instagram community growth from **40 to 50K to 140K+** at Be Awara Kids.

WORK EXPERIENCE

SENIOR BRAND MANAGER

Clapstore Toys | Nov 2025 to Present

Externally funded D2C consumer products company. Clapstore is the master brand, with Sooper Brains and Clap Cuddles as sub-brands, sold on own website, Amazon, Flipkart and quick commerce.

Brand Strategy and Go-to-Market

- Partnered with the founders on brand positioning, consumer segmentation and brand architecture, **building two sub-brands from concept to launch,** proving each on its own website before consolidating both under the master brand. Developed the brand identity for BILT.
- Took **20+ SKUs to market in a year** across D2C, Amazon, Flipkart and quick commerce.

Integrated Marketing and E-commerce

- Owned campaign strategy, offer architecture and consumer messaging, delivering **32% higher Meta ROAS and 28% lower cost per acquisition** during Freedom Sale 2026, in partnership with growth marketing.
- **Designed the Clapstore website and both sub-brand sites page by page as working HTML** and wrote every line of website, product page and listing copy, with growth marketing building in Shopify.
- Set the organic social strategy, executed by the team, growing the community to **72.7K followers,** and wrote the scripts for in-house video ads, **appearing on camera in several.**

Team Leadership and Operational Efficiency

- Streamlined creative production through **AI-assisted workflows,** reducing turnaround from 2 to 3 days to **under one day,** and built internal dashboards that **cut spend on paid software and external image production.**
- Lead **seven direct reports** within an eight-person working group and established **16 documented workflows and SOPs** across listings, creative review and customer feedback.

BRAND MANAGER

Be Awara Kids | Jan 2023 to Aug 2025

Brand Manager Feb 2025 to Aug 2025 › **Creative Lead** Feb 2024 to Jan 2025 › **Visual Designer** May 2023 to Jan 2024 › **Visual Design Intern** Jan to Apr 2023

- Owned brand and growth strategy, campaign planning, consumer communication, and **cross-sell and upsell programmes.**
- Built an influencer network of **100+ creators,** contributing to Instagram growth from **40 to 50K to 140K+ followers.**
- Produced **370+ creatives,** directed **30+ photoshoots,** and led a team of **four to five** across production, product design, operations and marketing, responsible for **220+ technical packs.**

EDUCATION

IIT Roorkee, Postgraduate Certification in UI/UX Design — 2025

MGM University, Chhatrapati Sambhajinagar, BSc Animation — 2023