



Tarun Bhavnani

Brand Marketing Consultant

My Contact

✉ Tbhavnani3@gmail.com

☎ 9175317338

📍 Mumbai, Maharashtra.

🌐 [LinkedIn/Tarun-Bhavnani](#)

Technical Skills

- Brand Management
- Category Management
- Growth Strategy Planning
- Nielsen & IMRB (Kantar)
- Social Media Marketing
- Media Planning
- Negotiation Skill
- Data Analysis
- Merchandising
- Network Planning
- Consumer Insights

Soft Skills

- Multi - Tasking
- Communication Skills
- Problem Solving
- Analytical Skills
- Negotiation Skills
- Team Work

Education Background

- Indira Institute of Management, Pune

*Masters of Business Administration
(Marketing)*

Completed in 2022 - 80%

- Moolji Jaitha College, Jalgaon.

*Bachelor of Business Administration
(Finance)*

Completed in 2020 - 82.29%

- S.S.M.M Arts, Science and Commerce College, Pachora.

HSC, Commerce

Completed in 2017 - 84.30%

Certifications

Excel Skills For Business: Coursera

SPIN Selling - Stratecent Consulting

Digital Marketing: Google Garage

About Me

Dynamic and highly motivated MBA Marketing student with over 2+ years of experience in Brand and Category Management. Currently contributing to Hindustan Unilever in the Sunscreen & Moisturization Category, managing renowned Indian brands such as Lakme and Ponds. Previously excelled as a Senior Brand Management Executive at Nykaa.com, overseeing a portfolio of 80+ brands in the Health & Wellness category. Earlier, thrived as an Assistant Category Manager at Reliance Retail, successfully managing the Health & Wellness category of 120 Cr within the Value Format in the HPC Cluster.

Passionate about brand growth through innovative marketing initiatives, both onsite and offline, and committed to driving brand success and achieving business objectives through strategic planning and execution.

Professional Experience

Unilever | Brand Consultant - Lakme & Ponds

March 2024 - Present

Key Responsibilities:

- Managed and supported brands Lakme and Ponds in Moisturization & Sunscreen categories with a total market size of 300 Cr. for each brand.
- Successfully oversaw pack networks independently for Ponds Peony Project, coordinating with various teams to ensure timely delivery of new packs while maintaining stock availability of old packs.
- Partnered with Channel Teams across General Trade, Modern Trade, and E-Commerce to enhance visibility and develop creative assets. Planned and executed VWD Expansion for Ponds Moisturization in MT Chain and GT Expansion for Sunscreen.
- Implemented a successful sampling strategy for 4L Ponds Sunscreen to attract new customers. Orchestrated an Influencer Campaign for Lakme's New Launch Moisturizer, emphasizing its sensory experience and new gel texture.



Nykaa.Com | Senior Brand Management Executive

September 2023 - March 2024

Key Responsibilities:

- Managing a portfolio of 80+ Health & Wellness brands, resulting in a 16% increase in sales on Q-o-Q and overall profitability through effective budget management.
- Developed and executed strategic plans for top brands like Kapiva, Setu, Mountainor and Healthkart, driving a 10% increase in overall brand visits by improving site metrics such as brand touchpoints and social presence.
- Aligned social media and website content with monthly IPs like Wellness Wednesday and yearly IPs like Wellness Week, enhancing brand engagement and visibility.
- Monitored brand performance by negotiating budgets, setting goals, and providing performance reports, resulting in a 6% increase in brand recognition and awareness. (Visits & Conversions)
- Planned and executed successful brand campaigns for onsite and offsite marketing, achieving a 2% increase in customer retention and loyalty for top brands.



Reliance Retail | Assistant Category Manager

August 2022 - August 2023

Key Responsibilities:

- Successfully managed the Health & Wellness category with an annual turnover of Rs. 120 cr, consistently achieving a growing retention margin on a year-on-year basis.
- Implemented strategies to increase the availability of Health & Wellness products from 83% to 92% within a span of two months.
- Successfully led a project that resulted in a significant sales increase of Pain Relief products, from 2.8 cr to 3.82 Cr in just one month, achieving a month-on-month growth rate of 35%.
- Conducted thorough market analysis to understand the margins used by competitors for top accounts like Reckitt, Dabur, ITC, P&G and strategically maximize margins without adversely impacting the company's topline.
- Successfully managed multiple projects simultaneously for HPC, including focusing on 77 stores, assortment extension, and executing the Power of 9 initiative.



Career Domain | Sales & Lead Generation Internship

June 2021 - August 2021

Key Responsibilities:

- Developed and executed marketing strategies, including conducting competition analysis, to enhance company presence and gain share.
- Successfully executed daily cold calls to potential clients, averaging 30 to 50 calls per day, to generate quality leads and promote company events.
- Utilized consultative selling techniques & collaborated with cross-functional teams to ensure seamless implementation of marketing initiatives and maximize client acquisition efforts.

