

Saloni Jhawar

Brand Strategist

Noida · open to relocating · salonijhawar123@gmail.com · +91 8768913033 · [linkedin.com/in/saloni-jhawar](https://www.linkedin.com/in/saloni-jhawar)

Brand and growth marketer who builds brands from consumer behaviour. Across 4 years and 18+ D2C, B2C and B2B brands in India, the US, Canada and the UK, I have led brand positioning, consumer research, go-to-market and performance marketing for early-stage companies on lean budgets, from a 37M+ national campaign to a record 1,80,000 bottles returned by customers in about six months, with efficiency to match: about INR 17 per sign-up, INR 641 per qualified lead and 3x ROAS. I believe people buy what feels true, so I diagnose the consumer truth, test it in market and scale what the evidence proves.

Experience

Zerologic · Chief Marketing Officer

Apr 2026 to present

Drive brand strategy, growth marketing and business development for founder-led consumer brands.

In-house growth and lead generation

- Optimised ad targeting and content to fix low lead quality, lifting the qualified-lead rate from 34% to 48% at INR 641 per qualified lead on INR 50K spend, supported by a self-serve assessment that pre-qualifies inbound demand

OSSE · D2C men's skincare

- Engineered pre-launch Meta acquisition to de-risk an untested skincare launch, reaching 59K+ target men (100K+ impressions) and building an 894-person launch audience at about INR 17 per sign-up, with 10+ testers sharing the kit as organic UGC
- Instituted a 4-week, 107-tester consumer study with an anonymous scorecard to validate the range before manufacturing, flagging underperforming SKUs and redirecting the reformulation now in production

Other clients

- Hyerr, EV mobility: formulated the positioning and directed the brand design team, positioning it as journey-first mobility with a scalable playbook for new-city launches
- Eggholic, QSR: led the Eggholic 2.0 rebrand, moving the brand beyond a breakfast-only, diaspora-led image with one identity system across 29 US and Canada locations
- Maharashtra DES x Ipsos: steering a Marathi campaign to lift survey participation across 36 districts

Mouse & Cheese Design Studio · Chief Marketing Officer

Apr 2022 to Mar 2026

Oversaw brand and marketing for 18+ client brands with a 25+ member team, managing budgets from zero to \$131K a year. Promoted every year from Junior Brand Strategist (2022) to CMO (2025).

In-house business development and community

- Secured an INR 70L government tender as bid lead to diversify revenue beyond private clients, and repositioned the studio as a research-led consulting and execution firm
- Interviewed 12+ founders and designers for the studio magazine and ran its designers' community

Eggholic · QSR chain, US and Canada

- Used Meta and Google ads to grow the online channel across 29 locations: 6.2M reach (15.1M impressions), online sales up 27% in 8 months (\$465K in 2025) and social followers up 29% (18.1K to 23.4K)

J Town · D2C premium footwear

- Launched with no sales channel, building e-commerce, a styling lookbook and 10+ SKU tests: INR 3.07L in orders in 10 weeks at 3x ROAS, a hero SKU at 41% of units and buyers across 20 states

Ministry of Housing and Urban Affairs · national citizen campaigns

- Orchestrated the Ease of Living 2022 citizen campaign to drive national survey participation, creating the campaign identity and reaching 37M+ people with 16K+ mentions and engagement of 11.5% on LinkedIn and 3.6% on X
- Spearheaded the Swachh Survekshan 2023 social media campaign to turn waste-to-wealth awareness into participation, building citizen series (Trash Talk, Smart Jugaad, India's Changemakers) that reached 25M+ citizens with 200K+ interactions

Watalog · packaged drinking water

- Differentiated Watalog in a commoditised category by naming and positioning it as a gesture of care ("Just a Nudge"), built on a Gen Z insight about unspoken care
- Designed 8+ retail partnership deals and a return-for-cashback loop to create distribution from zero, with customers returning a record 1,80,000 pre-used bottles in about six months, and 17+ HoReCa accounts

Other projects

- RAAHI, NIUA x AFD: conceived a Punjabi behaviour-change campaign and ad film moving Amritsar's auto drivers to electric, framed around INR 9,000 monthly savings and family
- Urban Climate Film Festival (UCFF), NIUA: curated the event's brand communication and promotional trailers

Unusual Hire · Digital Marketing Intern

Jul 2020 to Aug 2020

Built the company's initial branding and social media mix; led market and keyword research, content and lead generation.

Education

BMS (Marketing)

St. Xavier's College (Autonomous), Kolkata · 2018 to 2021

Digital Marketing Certificate

NIHT, Kolkata · 2019 to 2020

ISC (Class XII), Commerce

Nirmala Convent School, Siliguri · 2018

Recognition

Trendsetters To Watch Award, 2025

Honoured and spoke as a panelist at the FUELD Conference, Dubai

Times Square feature, 2026

Featured in Times Square, New York, as CMO of Mouse & Cheese

Skills and interests

Brand

Brand strategy · Positioning · Identity · Naming · Consumer research and focus groups

Growth and performance

Go-to-market · Performance marketing · SKU prioritisation · Ad testing · ROAS and CAC tracking

Partnerships and leadership

Retail and B2B deals · HoReCa expansion · Stakeholder management · Pitching

Tools

Excel · Google Analytics (GA4) · Google Tag Manager · Meta Ads Manager · Google Ads · Make

Interests

Writing *An Illusion Of*, a book of reflective essays · Behavioural science · Music · Swimming · Travel