



# DISHA KOTECHA

Marketing Strategist | Sales Expert | Brand Builder

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## PROFESSIONAL SUMMARY

Marketing strategist with **5+ years** of experience in brand building, omni-channel campaigns, and business growth across retail, e-commerce, and banking. Led **70+ campaigns** at Reliance Retail, generated **Rs. 20 Cr+ GMV** at JioMart, and delivered **30% website traffic growth** and **40% social engagement uplift** at SMART Bazaar. Recognized with the **IAMAI Award (2024)** and selected **Top 10 of ~1,000** for Reliance Retail's Talent Accelerator Program.

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## WORK EXPERIENCE

### Marketing Manager — SMART Bazaar, Reliance Retail

Nov 2023 – Present

- Led **70+ campaigns** across ATL, BTL, and digital platforms, improving Average Basket Value (ABV) and Number of Bills (NOB)
- Increased website traffic by **30%** and social media engagement by **40%** through targeted ads and influencer partnerships
- Created yearly marketing trade calendar for Grocery, GM, and Fashion categories, covering major events, trade campaigns, and festivals
- Managed shoots for brand films, campaign videos, and digital content across all categories
- Collaborated with **Meta, Google, Disney** on key business programs

### Manager — Category & Business Development — JioMart, Reliance Retail

Apr 2022 – Nov 2023

- Drove **Rs. 20 Cr+ annual GMV** with 3x BAU growth, expanding seller base to **450+** and curating **3L+ products** through strategic onboarding and inventory optimization
- Managed 40% key sellers, negotiated promotions, and improved PDP/PLP conversions with marketing initiatives, leading to **5x GMV growth**
- Achieved **106% of GMV targets** by scaling top sellers, enhancing catalogue quality by 80%, maintaining 96% in-stock rates, and 95% price competitiveness

### Manager — Business Banking — Kotak Mahindra Bank Ltd

Aug 2020 – Mar 2022

- Achieved first corporate milestone by leading Trinity account openings in a month as a Management Trainee
- Managed **top 500 clients**, growing the book by **20%** and boosting customer satisfaction by **15%** through need-gap analysis
- Drove revenue via NTB CASA acquisition, TFX, cross-sell initiatives, and customized investment solutions
- Championed digital adoption and created sales strategies based on competitive analysis to strengthen brand loyalty

### Market Research Intern — Dragonfly Market Research

Apr 2019 – May 2019

- Led qualitative market research and 360° consumer profiling for brands including ZEE TV, Liberty General Insurance, and CNN News18, delivering competitor analysis, brand diagnostics, and strategic insights
- Conducted in-depth interviews, FGDs, and content analysis; presented actionable research findings to clients across multiple projects including Bharat Matrimony and ABP News

## AWARDS & RECOGNITION

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Year	Award	Organization	Details
2024	<b>IAMAI Award Winner</b>	Internet and Mobile Association of India	High-impact social cause campaign with million+ reach
2024	<b>Talent Accelerator Program</b>	Reliance Retail	Top 10 of ~1,000 applicants; Jio Institute immersion with top management
2023	<b>CEO's Special Recognition</b>	Reliance Retail	Handpicked by CEO to lead critical banking automation initiative
2018	<b>IMA Appreciation</b>	Indian Medical Association	Organ donation awareness — 1,000+ sensitized, 300 registrations

## EDUCATION

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Degree	Institution	Period
PGDM — Marketing & Sales	<b>Goa Institute of Management</b>	2018 – 2020
BBA — Marketing & Entrepreneurship	<b>Ahmedabad University</b>	2014 – 2017

## SKILLS & EXPERTISE

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**Brand & Strategy:** Brand Building · Campaign Management · Market Research · Competitive Analysis

**Digital Marketing:** Omni-Channel Campaigns · Social Media Strategy · Influencer Partnerships · Content Marketing

**Business Development:** Category Management · Seller Onboarding · Revenue Growth · Strategic Partnerships

**Leadership & Innovation:** Team Leadership · Stakeholder Management · Creative Problem Solving · Data-Driven Insights

**Tools & Platforms:** Google Ads · Meta Business Suite · Google Analytics · Disney+ Hotstar · Marketing Automation · E-commerce Platforms · CRM Systems · Data Analytics · Social Media Tools

## PROJECTS & SOCIAL IMPACT

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- **IAMAI Award-Winning Social Campaign (2024)** — High-impact social cause campaign recognized by IAMAI with million+ reach and significant brand recall improvement
- **Gift an Organ — CII Yi (2018)** — Awareness campaign for organ donation; sensitized 1,000+ people and secured 300 organ registrations; appreciated by IMA
- **Galaxy Bazar Social Venture (2017–2018)** — Managed sponsorships, sales, and accounts; raised Rs. 9.24 lakh towards underprivileged girls' education
- **Hypercubes Technology — B2B Development (2019)** — Developed marketing strategies and assisted B2B business development (live project)

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References available upon request.