

Priya Kochar

Marketing Manager

March 23, 2026

Rachel Simmons

Gousto

Dear Rachel,

I am writing to apply for the Marketing Manager role at Gousto. I have eight years of marketing experience across B2C and D2C brands, and I currently lead a team of six at Gymshark covering email, CRM, and lifecycle marketing for the UK and European markets.

At Gymshark, I grew UK email revenue from £4.2 million to £7.8 million annually. An 86% increase over two years. By rebuilding the automation infrastructure and introducing segmentation across the customer lifecycle. I designed and launched 12 automated email flows that generated £1.9 million in incremental revenue, and I led the marketing for Gymshark66, the annual January campaign that drove 320,000 app downloads in four weeks. I also reduced customer acquisition cost by 18% by shifting budget from paid social to owned channels. Before Gymshark, I managed seasonal campaigns at Innocent Drinks with a £1.2 million annual budget and ran B2B marketing at PwC Birmingham.

Gousto's subscription model and its emphasis on retention marketing are areas where I believe my CRM and lifecycle experience would translate directly. I hold the CIM Diploma in Professional Marketing and Klaviyo Product Certification, and I bring a data-first approach. Every campaign I run has a target number before it goes live.

Sincerely,

Priya Kochar