

Priya Kochar

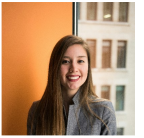
Marketing Manager

Birmingham, United Kingdom

priya.kochar@gmail.com

+44 7845 332 190

linkedin.com/in/priyakochar



Profile

Marketing manager with eight years of experience across B2C and D2C brands, currently leading a team of 6 at Gymshark. Grew the UK email channel from £4.2 million to £7.8 million in annual revenue over 2 years. Previously at Innocent Drinks managing seasonal campaigns and at PwC running B2B marketing for the Midlands practice. Strong on data — every campaign I run has a clear number attached to it before it launches.

Experience

Marketing Manager, Gymshark, Solihull

Jan 2022 – Present

Lead a team of 6 across email, CRM, and lifecycle marketing for Gymshark's UK and European markets.

- Grew UK email revenue from **£4.2 million to £7.8 million** annually — an 86% increase over 2 years through segmentation and automated flows
- Designed and launched **12 automated email flows** (welcome, abandon cart, post-purchase, win-back) generating £1.9 million in incremental revenue
- Managed the marketing for **Gymshark66 2024** — the annual January campaign that drove 320,000 app downloads in 4 weeks
- Reduced customer acquisition cost by **18%** by shifting budget from paid social to owned channels

Senior Marketing Executive, Innocent Drinks, London

Jun 2019 – Dec 2021

Managed seasonal and always-on campaigns across digital, social, and experiential for Innocent's UK consumer audience.

- Led the **"Big Knit" 2020 campaign** — coordinated production of 2.3 million knitted hats and raised £750,000 for Age UK
- Managed an annual marketing budget of **£1.2 million** across paid social, influencer, and events
- Ran **4 product launch campaigns** for new smoothie SKUs — average campaign delivered 8.4 million impressions and 2.1% engagement rate

Marketing Executive, PwC, Birmingham

Sep 2017 – May 2019

B2B marketing for the Midlands practice, covering events, thought leadership, and client communications.

- Organised **18 client events** over 2 years with average attendance of 65 — highest satisfaction score in the UK regional network
- Wrote and distributed **monthly thought leadership emails** to 3,400 Midlands clients — average open rate 31%
- Managed the Midlands social media presence, growing LinkedIn followers from **2,200 to 4,800**

Education

BSc (Hons) in Business Management with Marketing, University of Birmingham, Birmingham

Sep 2014 – Jun 2017

First Class Honours. Completed a year-long placement at L'Oréal UK in the consumer marketing team.

Skills

Email & CRM marketing (Klaviyo, Braze), Campaign strategy & planning, Team management (6 direct reports), Budget management (£2M+), Google Analytics 4 & Looker Studio, A/B testing & conversion optimisation, Paid social (Meta, TikTok), Marketing automation & flows, Influencer marketing coordination, Stakeholder management & reporting

Certifications

CIM Diploma in Professional Marketing, Chartered Institute of Marketing

Sep 2019 – Sep 2020

Google Analytics 4 Certification, Google

Mar 2023 – Mar 2025

Klaviyo Product Certification, Klaviyo

Jun 2022

Languages

English (native), Hindi (conversational)

Projects

Gymshark66 2024 Campaign

Nov 2023 – Feb 2024

Led the marketing for Gymshark's annual January fitness challenge, the brand's biggest campaign of the year.

- Campaign drove **320,000 app downloads** in January 2024 — a 28% increase on the prior year
- Coordinated across **email, push notifications, social, and in-app** with a team of 6 marketers and 3 designers

Email Automation Rebuild – Gymshark

Apr 2022 – Dec 2022

Rebuilt Gymshark's entire email automation infrastructure after migrating from Mailchimp to Klaviyo.

- Designed and launched **12 automated flows** — welcome, abandon browse, abandon cart, post-purchase, win-back, and re-engagement
- Automated flows generated **£1.9 million in incremental revenue** in the first 12 months

References

Ben Sheridan, VP of Marketing, Gymshark, b.sheridan@gymshark.com, +44 7700 900 718

Fiona Ashcroft, Brand Marketing Lead, Innocent Drinks, f.ashcroft@innocentdrinks.co.uk, +44 7700 900 829

Extra Curricular Activity

Committee Member – CIM Midlands

Jan 2021

Help organise quarterly networking events and CPD sessions for marketing professionals in the Birmingham area. Events average 40–60 attendees.

Volunteer – Young Enterprise Birmingham

Sep 2020 – Jun 2023

Mentored teams of 16–18 year olds building small businesses as part of the Young Enterprise programme. Supported 3 teams over 3 years — 1 reached the regional final.