

# DISHA CHOVIYA

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Experience operating across global brand organizations and agency environments, leading multi-market campaigns, performance-led initiatives, marketplace expansion, and go-to-market execution. Exposure spans cross-functional coordination, sales alignment, and product positioning, with direct involvement in paid media decisions and execution that influence commercial performance across regions and channels.

## KEY AREAS

- Brand Strategy & Communication
- Performance-Led Growth & Paid Media
- Market Research & GTM Planning
- Sales & Marketing Alignment
- Marketing Campaign Ideation & Execution
- E-commerce & Marketplace Growth
- Cross-Functional & Stakeholder Coordination
- Marketing Analytics & Performance Insights

## PROFESSIONAL EXPERIENCE

### Scion International LLC, Ahmedabad

Jan 2025 - Sep 2025

#### Junior Executive - Marketing

Contributed to global marketing strategy and execution for fragrance and personal care brands operating across 85+ markets.

Executed multi-market campaigns in coordination with distributors and agencies to drive brand visibility, sell-through, and market penetration.

Led Amazon marketplace initiatives, improving product discoverability, conversion performance, and revenue alignment.

Supported product launches through market analysis, pricing inputs, and close integration with sales and export functions.

### The Brand Window, Ahmedabad

Dec 2022 - Dec 2024

#### Brand & Social Media Executive

(Promoted from Social Media Trainee → Social Media Executive)

Owned performance and social media campaigns across multiple brands, managing strategy, execution, and optimization.

Led integrated brand communication and digital initiatives to improve visibility, engagement, and conversion outcomes.

Developed brand positioning frameworks and campaign strategies supporting client growth and retention.

Collaborated with founders, clients, and cross-functional teams to deliver consistent, business-aligned marketing outcomes.

## Internships

Inamigos Foundation, Chhattisgarh (Remote); Social Media Marketing Intern

Feb 2022 - Mar 2022

White Sand Foundation Architectural Studio, Bhuj; Social Media Manager

Feb 2021 - Apr 2021

## EDUCATION & CERTIFICATES

- B.E. Nanotechnology; Gujarat Technological University (8.70 CGPA) 2015 - 2019
- Google Analytics (Google Digital Academy)
- Branding & Brand Management: Branding Strategy+ (Udemy)
- Social Media (Accenture)
- The Fundamentals of Digital Marketing (Google Digital Academy)