

CHARITA KOTIAN

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PROFESSIONAL SUMMARY

Brand & Media Marketing Professional with 10+ years of experience across automotive, FMCG, media and entertainment. Currently working across Jeep & Citroën at Stellantis India, with hands-on experience in brand strategy, campaign development, media planning, content creation, entertainment partnerships, experiential activations and agency management. Strong experience taking campaigns from strategy and briefing through creative development, production, media execution and performance evaluation, including the use of AI to create and enhance campaign assets.

CORE SKILLS

Brand Strategy & Positioning | Integrated Campaigns | Automotive Marketing | Media Planning & Buying | Creative Development & Production | AI-enabled Asset Creation | Content & Entertainment Partnerships | Digital & Performance Marketing | Experiential & Dealer Activations | Agency Management | Analytics & ROI

WORK EXPERIENCE

Brand Manager – Jeep & Citroën | Stellantis India Jul 2025 – Present

- Manage brand strategy, campaign development and media for Jeep & Citroën, taking campaigns from consumer insight and strategic planning through creative development, production and market execution.
- Developed and executed strategic campaigns across Jeep's product and brand portfolio, including My Jeep My City, Camp Jeep, Meridian Track Edition, Trail Editions, Track Editions, 85th Anniversary and Jeep Wrangler Mojito.
- Worked across multiple variant launches, shaping communication and media strategies to establish distinct product propositions while staying rooted in Jeep's brand equity.
- Developed Jeep campaigns basis market and competitive analysis, audience insights, communication territories, creative routes, consumer journeys and media strategy, including the Wrangler launch.
- Shaped My Jeep My City into market-specific storytelling across Dlehi, Pune, Kolkata and Pathankot, overseeing the journey from strategic thought and scripting to production and final content.
- Contributed to Jeep Wrangler Mojito and anniversary campaigns, working across campaign development, film content, creative refinement and production.
- Integrated AI into the creative development process, exploring and creating AI-enabled visual assets and content to accelerate campaign development and bring new creative possibilities to life.
- Worked on brand partnerships, experiential platforms and content opportunities for Jeep to extend storytelling across relevant consumer touchpoints.
- For Citroën, worked across Basalt X, Aircross X, C3X and Shift into the New, translating product and brand propositions into integrated campaigns.
- Developed entertainment-led integrations across Bigg Boss, India's Best Dancer and Zee/Sony properties, spanning strategy, scripting, shoots, content and social amplification.
- Built and managed 360° media strategies across TV, digital, CTV, OOH, radio, DTH and dealer marketing, with market, product and variant-led prioritization.
- Partnered with creative, media and production agencies to drive briefs, creative development, PPMs, shoots, edits, approvals, budgets and end-to-end campaign delivery.

Group Head Media – ŠKODA | PHD Media Jun 2021 – Jun 2025

- Managed integrated media strategy and execution for ŠKODA, partnering closely with the brand team on launches, always-on communication and high-impact brand initiatives.
- Worked on campaigns and branded IPs including ŠKODA Single Wicket, Sonic Roots, Tips Rewind, Deccan Beats, Drive Stories and Explorations.
- Supported major product and brand initiatives including Kushaq, Slavia & Kylaq with media, content and influencer-led communication.
- Led media planning and buying across TV, digital, print, OOH and content partnerships, with a focus on audience reach, efficiency and ROI.
- Worked closely with creative, content, PR and brand teams to deliver integrated campaigns and high-profile experiential activations.
- Campaign work was recognized with ŠKODA Global Best Practice Gold, Abby Awards and Maddies 2023.

Business Manager – Mondelez | Wavemaker Aug 2018 – Jun 2021

- Managed integrated media strategies for Mondelez brands including Cadbury Purple Heart, Oreo Dipped Cookie and Bournvita.
- Led influencer and digital campaigns, media planning and optimisation, while partnering with creative teams to develop brand solutions.

Marketing Associate – Star Plus & Hindi Movie Cluster Mar 2017 – Aug 2018

- Conceptualized and executed marketing campaigns for television shows, movie premieres and high-profile entertainment properties, including IPL-led initiatives.
- Won Gold at the National Awards for Marketing Excellence for digital and Twitter engagement work.

Marketing Intern – MTV India Jul 2016 – Mar 2017

- Supported youth-focused campaigns including Campus Diaries and Love School, along with social media and experiential marketing.

CAMPAIGNS

Jeep: My Jeep My City • Camp Jeep • Meridian Track Edition • Jeep Wrangler Mojito • Jeep 85th Anniversary • AI-enabled Creative Assets

Citroën: Basalt X • Aircross X • C3X • Shift into the New • Bigg Boss • India's Best Dancer

ŠKODA: Single Wicket • Sonic Roots • Tips Rewind • Deccan Beats • Drive Stories • Explorations • Name Your ŠKODA

AWARDS

- ŠKODA Global Best Practice – Gold | Best Use of Creative Insight/Idea
- Abby Awards – Multiple Wins | Innovative use of branded content and audio-visual activations
- Maddies 2023 – Silver | Gender Equality & Rich Media Content
- Indian Content & Marketing Awards 2023 – Silver | Best Video Content for ŠKODA Deccan Beats
- National Awards for Marketing Excellence 2017 – Gold | Best Use of Twitter for Jolly LLB
- Prime Time Awards 2017 – Silver | Star Gold Select Channel Launch

EDUCATION

PG Diploma in Marketing Management – Narsee Monjee Institute of Management Studies (NMIMS) 2022

Bachelor of Mass Media (Advertising) – University of Mumbai 2016