

Likita

Marketing Communication manager
| AI Generalist | Author | Team Leader

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Mumbai | Dubai

Education

AI Generalist Boot camp
2026

Diploma in Graphics & Web Design
2015

BMM
University Of Mumbai
2013

Skill

Ideation

Negotiation

API Integration

Communication Skills

AI Tools

Bonus & promotion strategy

CRM campaigns

Understanding of GEO-specific player behavior

Awards

MAMI Film Festival
Ad Man of The Year
iball campaign "Smart Ones" at (M-CSIA) got nominated for Awards

Profile

Marketing strategist with 5 years in iGaming and 6+ years in advertising and brand communications. I turn big ideas into campaigns, help brands grow, stand out, and stay memorable in competitive gaming markets. Known for creative storytelling, smart promotions, and building strong brand loyalty.

Work Experience

Bet Construct X 747 Live | Marketing Communication Strategist
2022 – Present | iGaming & Sports Betting

• Built 747Live brand from zero, creating loyal community through targeted content, local influencers, agents, and culturally relevant campaigns.
• Designed high-performing promotions (raffles, tournaments, contests, LIVE Events) that increased player engagement 35% and improved retention rates
• Partnered with 20+ game streamers and influencers, expanding reach to 500K+ followers and driving quality traffic to platform
• Led crypto communication with clear communication, making deposits easier and increasing transaction volume 25%
• Created innovative game mechanics for casino tournaments that doubled player participation and boosted brand visibility
• Trained and managed 15-person team across operations, chat support, and content creation, improving workflow efficiency 30%
• Delivered real-time sports updates to agent network, helping them make smart decisions and capture live betting opportunities
• Partnered with 20+ game providers, expanding game portfolio and creating exclusive games & content that differentiated our brand

EARLIER EXPERIENCE: ADVERTISING & CLIENT MANAGEMENT

Account Manager | Motad• 2021 – 2022

• Led strategy for 5+ clients, won 3 new accounts through creative pitches that solved real business problems
• Developing ideation and strategy based on client brief

Kris Media Works: Sr. Client Servicing Manager

•Resolving client queries & co-ordination with existing clients Strategy & Ideation for new pitches
• Maintaining end to end coordination within internal team
• involvement in brainstorming and graphic improvisation.

Coconut Media Box: Sr. Client Servicing Manager

• Primary point of contact between clients and internal teams, ensuring clear communication and seamless project flow.
• Led digital planning and creative direction for Gujarati films, delivering high-quality work on time.
• Conducted market analysis to drive strategic decisions and strengthen brand relationships through effective advertising solutions.

Author





Visa Status

Family Visa

Valid UAE Driving License

"To Work In A Meaningful & Challenging Position In A Reputable Company On A Long Term Basis, Which Is Looking for An Experienced, Hardworking, Detail Oriented Team Player"

Let's Connect!

/Likita Kotian

sassyshehzadi

/Likita Kotian