

# Ayush Bhatt



## Work Experience

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### Influencer Operations Coordinator | India

07/2024-Present

- Managed influencer product seeding process for TikTok shop. Provided onboarding support to influencers joining.
- Researched trends on TikTok Shop and managed the shop operations for 5+ of Zeroto1's premium TikTok Shop clients.

### TikTok, Community Manager | Mumbai, India

11/2022 - 06/2024

- Planned and launched 50+ marketing campaigns in Bangladesh, Nepal and Sri Lanka for user acquisition and engagement, working with celebrities, KOLs and organizations, targeting 10+ content categories and increased engagement by 50%, garnering 10 billion + views and 1 billion + creations, leading to 300% increase in average watch time. Grew DAU by 6x, 3x, and 2x respectively.
- Launched the TikTok creator community program for growing creator communities through 1:many management of diverse categories and grew the average retention rate by 40%. Planned and hosted 50+ live global community events and workshops both virtual and in person. Led scaled management of 2000+ creators, increasing engagement by 30% and growing 80% accounts by 100%.
- Assessed content quality and channel quality on a regular basis to identify potential risks.

### TikTok, Partnerships Manager | Beijing, China

05/2021 - 10/2022

- Onboarded 2500+ top level creators, public figures, brands and publishers. Established and maintained relationships with key partners and led 25+ key collaborations in South Asia for strong brand positioning and increased creator active rate by 10% and publish count by 60%.
- Developed content strategy for PGC, UGC, creators and conducted workshops to educate partners and creators. Gathered user feedback and collaborated with the product team for new features and partnered with managed creators for promotion and adoption of new features. Achieved 28% product adoption.
- Managed account of new users/partners (500+ accounts) and grew 60% of the accounts by 100%. Engaged regional KOLs for high-impact campaigns, amplifying brand message and driving a 25% increase in user-generated content.

- Managed the Trust and Safety operations for South Asia(India, Bangladesh, Nepal, Sri Lanka) including moderation, QA and policy development and ensured content safety and a clean in-app feed. Recruited, onboarded and trained the team and ensured efficiency and productivity meets benchmarks.
- Analyzed data to identify and highlight emerging content safety issues impacting users. Monitored risky trends, managed escalations, and balanced business needs versus technical constraints.
- Led vendor selection, forecasting, and budget planning for vendor operations. Oversaw vendor operations, leading a team that ensured adherence to SLAs and managing vendor relationships to optimize performance and productivity.
- Collaborated with PR, GR , Product team and Public policy teams for the development and rollout of community guidelines. Led the execution of key safety campaigns focusing on educating the users to keep the content ecosystem healthy.

## Freelance

2014 - 2018

- Conducted research on user behaviors in the travel and lifestyle sectors, creating localized marketing strategies for brands
- Localized campaign content by translating from English to Bengali and Hindi, to target the local audience. Responsible for topic planning, material compilation, article writing.
- Identified relevant influencers across platforms, who aligned with the brand's objectives. Managed outreach to secure collaborations. Built relationships with influencers, production houses, music labels & artists and maintained a database of the influencers.

## Education

Bachelor of Computer Applications

2011 - 2015

## Skills

- Product management, User research, Data analysis, A/B Testing, Content strategy, Community management, Marketing, Campaign development and execution, Event management, Influencer marketing, Policy development and Vendor management.
- SQL, Java, HTML, Google analytics, SEO.
- Fluent in Bengali, Urdu, English, Hindi and Nepali.