

# LAKSHAY ROHILLA

CAMPAIGN MANAGER · CREATOR PARTNERSHIPS · GROWTH

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## SUMMARY

I help brands go viral. With 2+ years in creator marketing, I've built campaigns that hit 1000M+ reach and 80M+ engagements across Instagram, YouTube, X, and beyond. I connect the right creators with the right brands and make content that people actually want to share.

## SKILLS

- Campaign Strategy
- Creator Partnerships
- Influencer Partnerships
- Content Planning
- Social Media
- SEO
- Google Analytics
- SEMrush
- Ahrefs
- Performance Tracking

## EXPERIENCE

### CREATIVEFUEL

Jul 2024 to Present

Indore, India

Campaign Manager

- Own the full campaign lifecycle from brief to launch, keeping brands happy and deadlines intact
- Managed key campaigns for major brands including Beco, Luv Films, Danube Properties, JioHotstar, Netflix, and Disney+ Hotstar
- Bridge the gap between creators and brands, turning ideas into scroll-stopping content
- Dig into the numbers to find what works, then double down on it
- Built smoother workflows that cut approval time and made everyone's life easier

### WLDD PRIVATE LIMITED

Oct 2023 to Oct 2024

Bengaluru, India

Creator Partnerships Coordinator

- Launched campaigns that broke the internet: 1000M+ reach, 80M+ engagements, 1M+ impressions
- Built a creator network of 1500+ voices across tech, lifestyle, and entertainment
- Spotted trends before they peaked and turned them into viral moments
- Managed multi-language campaigns across regions, making brands feel local everywhere

### THRILLOPHILIA.COM

Nov 2022 to Mar 2023

Jaipur, India

Growth Associate

- Cracked the SEO code to push pages up the rankings and drive organic traffic
- Hunted keywords and analyzed competitors to find untapped opportunities
- Built quality backlinks that made search engines trust us more

### AVALON LABS

Jan 2020 to Nov 2022

Bengaluru, India

Beta Tester

- Broke things on purpose so users wouldn't have to, catching 200+ bugs before launch
- Worked hand-in-hand with devs to ship products that actually feel good to use

## EDUCATION

B.Tech, Computer Science, Uttarakhand Technical University, Dehradun

2019 to 2023

## CERTIFICATION

Google Digital Marketing