

LAKSHAY ROHILLA

CREATOR RELATIONSHIPS · VIRAL GROWTH · SOCIAL MEDIA AMPLIFICATION

laksh.rohilla@outlook.com · Indore, India · [linkedin.com/in/lakshayrohilla](https://www.linkedin.com/in/lakshayrohilla)

SUMMARY

I make brands go viral. 2+ years orchestrating creator campaigns that hit 100M+ reach and 2M+ engagements across X, LinkedIn, Instagram, and YouTube. I build creator networks, manage end-to-end launches, and turn products into viral moments.

SKILLS

Creator Relationships	Viral Campaigns	X (Twitter)	LinkedIn	Launch Strategy	Influencer Outreach
Content Strategy	Performance Metrics	Cross-Team Coordination			

EXPERIENCE

Creativefuel Campaign Manager <ul style="list-style-type: none">Lead end-to-end product launches from brief to viral moment, coordinating creators and assetsManage 50+ creator relationships: content planning, approvals, and timely publishingTrack reach, engagement, and retention metrics to optimize campaign performance	Jul 2024 to Present Indore, India
WLDD Private Limited Creator Outreach Coordinator <ul style="list-style-type: none">Launched viral campaigns: 100M+ reach, 2M+ engagements, 1M+ impressions across X, LinkedIn, InstagramBuilt and managed creator network of 50+ influencers across tech, FMCG, and entertainment verticalsSpotted trends before they peaked; crafted content hooks that drove massive organic reach	Oct 2023 to Oct 2024 Bengaluru, India
Thrillophilia.com Digital Marketing Associate <ul style="list-style-type: none">Drove organic traffic through SEO and content optimization strategiesConducted keyword research and link-building to boost search visibility	Nov 2022 to Mar 2023 Jaipur, India
Avalon Labs Beta Tester <ul style="list-style-type: none">Identified 200+ product issues pre-launch; collaborated with dev teams to ship polished products	Jan 2020 to Nov 2022 Bengaluru, India

EDUCATION

B.Tech, Computer Science , Uttarakhand Technical University, Dehradun	2019 to 2023
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CERTIFICATION

Google Digital Marketing
