

LAKSHAY ROHILLA

CAMPAIGN MANAGER · CREATOR OUTREACH · DIGITAL MARKETING

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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 Outreach

Influencer Partnerships

Content Planning

Social Media

SEO

Google Analytics

SEMrush

Ahrefs

Performance Tracking

EXPERIENCE

CREATIVEFUEL

Jul 2024 to Present

Campaign Manager

Indore, India

- 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

Creator Outreach Coordinator

Bengaluru, India

- 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

Digital Marketing Associate

Jaipur, India

- 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

Beta Tester

Bengaluru, India

- 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