

# LAKSHAY ROHILLA

CREATOR RELATIONSHIPS · VIRAL GROWTH · SOCIAL MEDIA AMPLIFICATION

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## 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

Jul 2024 to Present

Indore, India

- Lead end-to-end product launches from brief to viral moment, coordinating creators and assets
- Manage 50+ creator relationships: content planning, approvals, and timely publishing
- Track reach, engagement, and retention metrics to optimize campaign performance

### WLDD Private Limited

Creator Outreach Coordinator

Oct 2023 to Oct 2024

Bengaluru, India

- Launched viral campaigns: 100M+ reach, 2M+ engagements, 1M+ impressions across X, LinkedIn, Instagram
- Built and managed creator network of 50+ influencers across tech, FMCG, and entertainment verticals
- Spotted trends before they peaked; crafted content hooks that drove massive organic reach

### Thrillophilia.com

Digital Marketing Associate

Nov 2022 to Mar 2023

Jaipur, India

- Drove organic traffic through SEO and content optimization strategies
- Conducted keyword research and link-building to boost search visibility

### Avalon Labs

Beta Tester

Jan 2020 to Nov 2022

Bengaluru, India

- Identified 200+ product issues pre-launch; collaborated with dev teams to ship polished products

## EDUCATION

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

2019 to 2023

## CERTIFICATION

Google Digital Marketing