LAKSHAY ROHILLA

Campaign Manager · Creator Outreach · Digital Marketing

laksh.rohilla@outlook.com · Indore, India · linkedin.com/in/lakshayrohilla

PROFESSIONAL SUMMARY

Results-driven Campaign Manager with 2+ years of experience in influencer marketing, creator partnerships, and social media strategy. Proven track record of delivering high-impact campaigns achieving 100M+ reach and 2M+ engagements across Instagram, YouTube, X, and emerging platforms. Expertise in end-to-end campaign management, performance analytics, and cross-functional collaboration.

CORE COMPETENCIES

Campaign Management   Influencer Marketing   Creator Partnerships   Social Media Strategy
Content Planning   Performance Analytics   SEO   Google Analytics   Brand Strategy
Stakeholder Management

PROFESSIONAL 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
- 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: 100M+ reach, 2M+ engagements, 1M+ impressions
- Built a creator network of 50+ 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
Quality Assurance 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

Bachelor of Technology (B.Tech), Computer Science, Uttarakhand Technical University   2019 to 2023

CERTIFICATIONS