LAKSHAY ROHILLA

Growth Strategist | Campaign Manager | Creator and Influencer Marketing
India, open to New Delhi, Gurugram, Noida, Mumbai, Pune, Bengaluru, Hyderabad or remote
lakshay.txt@gmail.com | linkedin.com/in/lakshayrohilla | lakshay.work

Professional Summary

Growth strategist and campaign manager for creator and entertainment launches. Campaigns I have worked on add up to 1.2B+ cumulative reach for brands and studios including Luv Films, JioHotstar, OPPO, Rapido and Parle-G, distributed through 1,000+ meme, cinema and pop-culture pages and a roster of 1,500+ creators. I turn a film or brand drop into the stories, creators and pages that carry it, run the rollout and track what moves. Campaign names link to case studies.

Experience

ThinklyLabs **Mar 2026 – May 2026**
Growth Strategist *Noida*

- Turned founders' LinkedIn profiles into a growth channel, built around what their products do, for founders and leaders in AI (including Authr AI), tech, large companies and MNCs.
- Ran the content pipeline end to end, from research and scripting to editing and review, plus organic growth experiments on Reddit, SEO and online communities.
- Grew ThinklyLabs' own presence, including Reels for its founder's personal brand.

Creativefuel **Jul 2025 – Mar 2026**
Campaign Manager *Indore*

- Ran campaigns and creator distribution across film, OTT, D2C, FMCG and AI, coordinating 1,000+ meme, cinema and pop-culture pages for JioHotstar, Luv Films, Netflix, OPPO, Rapido, Priyagold and Emergent.
- **DDPD 2** (Luv Films): kept the film on every feed for 52 days with 9,591 posts across seven phases; 430M+ views, 323M+ reach, 11.2M+ likes.
- **Dhurandhar**: took the first look to 51M+ views in six days, twice the 25M-view target, with 200+ creators posting on day one.
- **Jurassic World Rebirth** (JioHotstar): amplified the OG MTV VJs reunion; 33M+ views, with the hashtag No. 1 in Entertainment on X.
- **Vadh 2** (21M+ views), **Single Papa** on Netflix (20M+), **Bindiya ke Bahubali** (9.7M+), **Messi at Vantara** (6.9M+), **Remo D'Souza x OPPO** (5M+), **Rapido Parcel** (4.5M+) and the **SunCrush** launch with the team (3.1M+).
- Helped the team run **Diljit Dosanjh** (67M+ views) and Ranveer Singh's PR after Dhurandhar (100M+).

WLDD **Oct 2023 – Dec 2024**
Creator Outreach Coordinator *Bengaluru*

- Part of the influencer and meme distribution team behind 650M+ organic reach and 52M+ engagements across 30+ national brand campaigns, leading specific campaigns.
- Managed relationships and deliverables for 1,500+ creators on X, Instagram and YouTube, along with budgets and cost per engagement.
- On Xiaomi's Redmi Note 13 launch, ran amplification across several page categories, including the whole meme category and edit pages. Campaigns included Stree 2, Mirzapur S3, Inside Out 2, Shark Tank India S3, Flipkart Minutes, Zepto x Lifafa, Tata Curvv EV, **Xiaomi SU7** and Unacademy x Sachin Tendulkar.

Thrillophilia **Nov 2022 – Mar 2023**
Digital Marketing Associate (Intern) *Jaipur*

- Grew organic traffic with keyword research, on-page SEO and link building for an experiential travel platform, using search-intent data to shape guides and booking pages.

Core Skills

Marketing: Campaign Management · Influencer Marketing · Creator Partnerships · Meme-Page and Creator Distribution · Film and OTT Launches · Social Media Strategy · Short-Form Scripts · LinkedIn Founder Content · Budget and CPE Management · Performance Reporting · SEO

Platforms: Instagram · X (Twitter) · YouTube Shorts · LinkedIn · Reddit · Threads

Tools and Tech: Google Analytics · SEMrush · Ahrefs · React · Next.js · Vite · Node.js · Python

Projects

lakshay.work, my portfolio, designed and built by me (React, Vite, Vercel) · **VOID//WALLS**, keyboard-driven archive of 3,245+ wallpapers (Next.js) · **Pixyshift**, in-browser converter for images, video, audio and PDFs (WebAssembly, FFmpeg) · **TextCraft**, text tools

Education

Roorkee Institute of Technology **2019 – 2023**
B.Tech, Computer Science *Roorkee*