

# AYUSH BAJPAI

## Influencer Marketing Specialist

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### PROFESSIONAL SUMMARY

Results-driven Influencer Marketing Specialist with 4+ years of experience managing end-to-end influencer campaigns across D2C, gaming, and consumer brands. Proven track record of delivering exceptional ROI — managed a ₹20L INR budget generating 350M+ organic reach with a CPM of ₹5.71 in 2025. Skilled in campaign strategy, performance analytics, and cross-functional team leadership. Adept at leveraging AI tools, CRM platforms, and data insights to drive brand growth and maximize engagement at scale.

### KEY ACHIEVEMENTS

- Managed a ₹20 lakh influencer marketing budget generating **350M+ organic reach** in 2025 — achieving a CPM of just ₹5.71, far below industry benchmarks.
- Scaled influencer engagement by **150% YoY** while maintaining premium content quality and strict brand alignment across all partnerships.
- Drove influencer-led growth in the **men's grooming category** at UrbanGabru, contributing to improved Daily Revenue Run-Rate (DRR) for top-selling SKUs through targeted creator partnerships and high-converting content strategies.
- Grew influencer roster and campaign output as **Team Lead**, mentoring junior marketers and optimizing workflows to improve delivery timelines.

### PROFESSIONAL EXPERIENCE

#### Influencer Marketing Specialist

Jul 2024 – Present

##### Globalbees Brands – UrbanGabru

Pune, India

- Sourced and onboarded niche influencers on Instagram and YouTube aligned with UrbanGabru's grooming brand identity and product positioning.
- Managed end-to-end campaign lifecycle — briefing, content review, publishing, and performance reporting — ensuring timely, high-quality delivery.
- Utilized AI-powered tools and Excel dashboards to analyze campaign KPIs (reach, CPM, engagement rate, conversions) and optimize ROI in real time.
- Built and maintained long-term influencer relationships through consistent communication, resulting in repeat collaborations and reduced acquisition costs.
- Collaborated with internal creative and product teams to conceptualize content strategies that drove measurable audience interaction and brand lift.

#### Influencer Marketing Manager & Team Lead

Apr 2023 – Mar 2024

##### Marketing Agency

Delhi, India

- Led a team of marketing executives, setting KPIs, mentoring members, and optimizing internal workflows for peak campaign performance.
- Developed and executed client-centric influencer strategies across verticals, managing full campaign lifecycle from talent sourcing to final reporting.
- Negotiated contracts and managed talent acquisition, consistently securing high-value partnerships within budget constraints.
- Generated comprehensive performance reports using CRM tools and analytics platforms, delivering data-driven insights to clients for ROI optimization.

#### Community Manager

Oct 2022 – Mar 2023

##### ShareChat

Delhi, India

- Evaluated creator performance metrics to deliver strategic coaching that maximized reach, engagement rate, and audience growth.
- Identified viral content trends and platform gaps, guiding creators to capitalize on emerging niches and drive platform-wide growth.

- Streamlined communication between talent and internal stakeholders, ensuring seamless operational efficiency across teams.

### **Agency Manager**

Jan 2022 – Sep 2022

#### **Rooter.gg**

*Delhi, India*

- Spearheaded acquisition and management of 250+ top-tier gaming content creators, directly contributing to platform engagement growth.
- Developed personalized content strategies to maximize individual streamer viewership and audience retention.
- Acted as primary liaison between talent and internal teams, ensuring successful execution of high-impact live and recorded campaigns.

### **Agency Manager**

Jan 2020 – Dec 2021

#### **AELASESPORTS**

*Lucknow, India*

- Managed recruitment, onboarding, and performance tracking of professional eSports players and content creators.
- Ensured compliance with eSports industry regulations and maintained competitive integrity across all managed talent.
- Built structured agency workflows for talent management, laying the foundation for scalable creator operations.

## **SKILLS & TOOLS**

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**Core Skills:** Influencer Relationship Management, Campaign Strategy & Planning, Talent Acquisition & Negotiation, Content Creation, Brand Alignment, Data Analysis, Team Leadership

**Platforms:** Instagram, YouTube, ShareChat, Rooter.gg, TikTok-style short-form content

**Tools & Tech:** Excel / Google Sheets, CRM Platforms, AI-powered Campaign Analytics Tools, Google Analytics

**Soft Skills:** Communication, Negotiation, Creativity, Strategic Thinking, Cross-functional Collaboration

**Languages:** English (Professional), Hindi (Native)

## **EDUCATION**

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### **Bachelor of Science – Zoology / Animal Biology**

Jan 2020 – Dec 2023

#### **JS University**

*India*

### **High School Diploma – Biology / Biological Sciences**

Jan 2017 – Dec 2019

#### **Bappa Sri Narain Vocational Inter College**

*India*