

RITIK PANDEY

Influencer Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven Influencer Marketing Specialist with 5+ years of progressive experience across D2C, e-commerce, gaming/esports, beauty, and tech verticals. Proven ability to build and scale end-to-end influencer programs - from talent identification and contract negotiation to content execution, performance analysis, and ROI optimisation. Adept at managing cross-functional teams, building creator ecosystems, and driving measurable brand growth across Instagram, YouTube, and other key social platforms.

WORK EXPERIENCE

Influencer Marketing Specialist | [Global Bees Brands Pvt. Ltd. \(Urban Gabru\)](#) | *Aug 2025 – Present*

- Build and manage end-to-end strategic influencer partnerships to drive brand awareness, engagement, and sales across Instagram, YouTube, and emerging platforms.
- Identify, vet, onboard, and collaborate with top-tier creators across beauty, lifestyle, and personal care categories, ensuring strong brand-fit and authentic storytelling.
- Negotiate creator commercials and manage budgets for high-value collaborations, consistently maximising campaign ROI.
- Lead campaign strategy, content briefing, and delivery management to ensure timely, on-brand, high-quality content aligned with product launch calendars.
- Conduct rigorous post-campaign performance analysis using engagement, reach, and conversion data to optimise future initiatives.

Sr. Influencer Marketing Executive | [One & One Marketing Services Pvt. Ltd.](#) | *Aug 2024 – Aug 2025*

- Scaled influencer partnership programs across multiple brand accounts, amplifying brand exposure across social platforms.
- Identified and collaborated with category-relevant influencers to strengthen brand messaging and deepen consumer connections.
- Performed in-depth campaign performance assessments and implemented data-driven optimisations to improve deliverable quality and engagement rates.
- Supported budget planning and coordination across campaigns, ensuring efficient allocation of resources across creator tiers (nano to mega).

Influencer Marketing Manager | [VKRBC Media and DAE LLP](#) | *Jun 2023 – Apr 2024*

- Managed influencer marketing strategies for brand clients, leveraging partnerships to amplify brand exposure and drive sales across social platforms.
- Sourced and collaborated with niche and mainstream influencers to enhance brand messaging across target demographics.
- Tracked performance metrics, ran A/B analysis on content formats, and optimised campaigns for stronger reach and engagement.

Influencer Marketing Manager | [Atleas Esports](#) | *Feb 2022 – Jun 2023*

- Led influencer marketing strategy for an esports brand, working with gaming content creators across YouTube and Twitch to grow brand presence.
- Identified and partnered with gaming influencers aligned with the esports community, driving audience engagement and brand credibility.
- Evaluated campaign performance through platform analytics and iteratively refined outreach and content strategies for improved results.

Community Manager | **Router Sports Technologies Pvt. Ltd.** | Oct 2020 – Mar 2022

- Managed online communities and brand social media presence across multiple platforms, driving consistent audience growth and engagement.
- Engaged community members via forums, social channels, and live events, fostering a positive and inclusive environment.
- Tracked community KPIs, analysed engagement trends, and prepared regular performance reports for leadership.
- Acted as the first point of contact for community queries, comments, and feedback, ensuring timely and empathetic responses.

Content Creator (YouTube) | **Self-Employed** | Apr 2018 – 2020

- Created and published original video content across YouTube and social platforms, growing an organic subscriber base.
- Applied SEO best practices, including keyword research (Google Analytics, SEMrush) to improve video discoverability and search rankings.
- Analysed content performance metrics and continuously optimised upload strategies to improve reach and viewer retention.

CORE COMPETENCIES

Influencer Marketing: Talent Identification, Onboarding, Campaign Strategy, Briefing & Execution

Partnerships & Negotiation: Commercial Negotiation, Contract Management, Budget Optimisation, ROI Tracking

Community & Social Media: Community Management, Social Media Strategy, Audience Growth, Platform Management

Analytics & Tools: Performance Analysis, Data-Driven Optimisation, Google Analytics, SEMrush

Content & Creative: Content Planning, Video Production, Graphic Design, SEO

Soft Skills: Cross-functional Team Management, Communication, Project Management, Teamwork

INDUSTRY EXPERIENCE

D2C / E-commerce • Gaming & Esports • Beauty & Personal Care • Sports Technology • Digital Media

EDUCATION

Diploma in Mechanical Engineering | Lucknow Institute of Technology | 2017 – 2020

LANGUAGES

Hindi (Native) • English (Professional Working Proficiency)