



Vishal Sahu

Product Marketing Lead | Influencer Marketing

My Contact

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Job-specific Skills

- Influencer Marketing (End-to-End Campaign Management)
- Creator Research, Scouting & Outreach
- Commercial Negotiation & Creator Onboarding
- Influencer Budget Management (\$1.3M handled)
- Campaign Planning & Content Calendars
- Video Content Creation with Creators
- Performance Tracking (Reach, Engagement, CTR, Follower Growth)
- Content Creation & Strategy
- Audience Engagement & Community Building
- SEO (On-Page, Off-Page, Technical)

Tools Proficiency

- Instagram, Facebook, X & LinkedIn (creator campaigns)
- Google Analytics (GA4)
- Google Search Console
- Hootsuite, MeetAlfred
- AI Tools (Notion, Claude, Replit etc.)
- SEMrush, SE Ranking and Ahref
- WordPress, VS Code
- Google My Business, Product Hunt

Soft Skills

- Stakeholder Coordination
- Negotiation & Relationship Building
- Multi-tasking, Problem-Solving
- Data-driven Decision Making

Education Background

Degree

- Bachelor of Commerce, BBMKU - 2020

Certification

- Professional Certification in Digital Marketing & Strategy, IIDE, Dec 2024
- Digital Marketing, Kraftshala, Online. May 2023
- Certified knowledge of paid media — Google, Meta & LinkedIn Ads

About Me

Influencer and product marketing professional with hands-on experience running end-to-end creator campaigns — managing a \$1.3M influencer marketing budget spanning creator scraping and research, outreach, commercial negotiation, onboarding, video production, and cross-platform publishing. Strong background in content strategy, SEO, and organic growth, with certified working knowledge of paid media (Google, Meta & LinkedIn). Combines creative thinking with data-backed decisions to drive brand awareness, engagement, and conversions.

Professional Experience

TestMu AI | Product Marketing Lead

(July 2023 - Present)

- Owned end-to-end influencer marketing, managing a **\$1.3M budget** across creator campaigns — from discovery and briefing to post-campaign reporting.
- Scraped, researched, and shortlisted creators; ran outreach, negotiated deliverables, usage rights, and commercials, and onboarded influencers across nano, micro, and macro segments.
- Collaborated with creators to script and produce campaign videos, publishing content across Instagram, Facebook, X, and LinkedIn.
- Measured campaign effectiveness across reach, engagement, CTR, and follower growth, and reported actionable insights to leadership.
- Played a key role in the company's rebranding transition from LambdaTest to TestMu AI, supporting website restructuring, content updates, and digital presence alignment.
- Led LambdaTest's Product Hunt launch (1st place) and promoted the TestMu event.
- Optimized 150+ articles and created 40+ SEO-focused webpages; secured "Position 0" on SERPs and built high-quality backlinks through outreach and collaborations.
- Managed Google My Business and Pinterest, achieving 10K+ monthly views.
- Optimized 100+ landing pages to align with campaign goals, enhancing conversion rates and supporting business objectives.

Byju's | Sales Trainee

(July 2022 - Sep 2022)

- Completed classroom and on-the-job training to enhance customer outreach.
- Collaborated with sales to generate warm leads, converting two into revenue within six weeks.

Positions of Responsibility

School Captain, Indian School of Learning, Dhanbad

- Trained and supervised 20 students for the Republic Day parade, enhancing leadership and coordination skills.
- Awarded ₹10,000 and received commendation from the chief guest.

Coursework Highlights

- Planned social media strategies for brands like MG, TATA, and HCL, focusing on content planning, creatives, and engagement-driven growth.
- Crafted engaging social media content, including visuals and videos, to boost audience engagement.
- Utilized advanced analytics tools to extract valuable data, driving substantial growth and engagement.