

Contact

Website

www.vasugorle.info

Phone

+91 6302674759

Email

hellovasugorle@gmail.com

Address

Hyderabad, Telangana, India.

Education

2023 (Aug - Oct)

**Product & Growth Program,
Business Administration &
Management General**

GrowthX.

2016-2020

Bachelor of Technology in EEE

IIIT Basar, Telangana.

Expertise

- Customer Acquisition (Paid & Organic)
- Retention & Engagement Strategies
- Funnel Optimization (Activation, Conversion, Retention)
- Cohort & User Insights Analysis
- Growth Experimentation & A/B Testing
- Video Automation & Template Systems
- Storyboarding
- Community Building & Audience Research
- Figma, Adobe Creative Suite (Premiere, Photoshop, Wondershare)
- AI Tools for Design & Content (ChatGPT, MidJourney, Runway)
- Notion, Trello, Asana (workflow management)

Language

English

Telugu (Native)

Vasu Gorle

Creative Strategist | Product Growth | Content & Automation

Creative & Growth Strategist skilled in scaling products and audiences. Proven impact: 8X content boost at Rizzle, 1,000+ customer acquisition at Koh!, and ₹9 Cr → ₹22.5 Cr roadmap at Zostel. Built YouTube & Instagram communities (50K+ subs, 35K+ followers) with 40M+ views and 20+ brand partnerships, showcasing the ability to blend growth strategy, content innovation, and monetization.

Experience

Content Creator - YouTube & Instagram

May 2023 - Present

- Scaled YouTube to 50K+ subscribers & 40M+ views (100K avg./video) by launching the "Travelling India with ₹1" series documenting 50+ stories across India.
- Secured 20+ brand partnerships and grew Instagram to 35K+ followers, proving audience monetization and content growth expertise.

Creative Strategist - Rizzle (B2B2C Short Video Platform)

Aug 2022 - May 2023

- Increased video template production by 1.2X and music output by 3X through structured ideation, storyboarding, and music frameworks.
- Reduced production turnaround by 40% by leading collaboration between creative, music, and tech teams.
- Delivered scalable automation systems that set new benchmarks in video content generation.

Production Lead - SlideSciences (B2B - Edu Tech)

Jul 2020 - Jan 2022

- Cut review and production cycles significantly by innovating with automatic slide-creation plugins and content templates.
- Delivered 3 international projects on time, ensuring high design quality while scaling workflows.

Digital Marketing Lead - Koh! (B2C Healthy Snacks)

Feb 2022 - May 2022

- Acquired the first 1,000+ customers via nationwide sales events, influencer campaigns, and optimized Amazon listings.
- Boosted online sales & visibility through high-impact digital marketing campaigns.
- Enhanced onboarding & retention by creating data-driven customer engagement strategies.

Projects & Capstone Work

Zostel - GrowthX Capstone

- Designed a 12-month plan to scale revenue from ₹9 Cr → ₹22.5 Cr, informed by insights from 120+ customer interviews.

Swiggy - GrowthX Capstone

- Designed acquisition, activation & retention by conducting 90+ user interviews, revamping referrals, optimizing onboarding, and launching 5 engagement plays.