



Vasu Gorle

Growth | Creative | Automation

Vasu Gorle: A growth-centric professional with a flair for data-driven results. At Rizzle, I championed strategies that amplified video production by 1.2X and content development by 8X, setting industry benchmarks. My leadership at SlideSciences ensured timely delivery of multiple international projects and sculpted a robust growth model. My YouTube channel, VideoHut, not only attracted 30K+ subscribers but also secured 20+ global product partnerships. I thrive on addressing challenges at their root for sustainable growth.

Contact

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Vizianagaram, Andhrapradesh,
India.

Education

2023 (Aug - Oct)

Top 1% Growth Frameworks
GrowthX

2014-2020

PUC & B.Tech in EEE
(6yrs Integrated Program)

Rajiv Gandhi University of Knowledge
Technologies (IIIT), Basar, Telangana.

Expertise

- Creative & Design Mindset
- Growth Modelling
- Onboarding
- Engagement & Retention
- User Insights
- Acquisition
- Management
- AI Tools (Design & Content)
- Prompt Engineering

Languages

English

Telugu

Experience

Aug 2022 - May 2023

Rizzle (B2B2C) - Short Video Platform

Strategist

- Problem: The existing manpower struggled to enhance video template production to meet evolving client demands.
- Result: Adopted a holistic approach integrating systematic ideation, detailed storyboarding, and structured music frameworks. This led to a 1.2X uptick in template production and a 3X leap in music production.

July 2020 - Jan 2022

SlideSciences (B2B) - Med-design Company

Production Lead

- Problem: As an early-stage startup, balancing client acquisition with slides and video creation was challenging.
- Result: Innovated with automatic slide creation plugins and introduced content curation templates, storyboard patterns, and a rapid review system. This streamlined production system facilitated the acquisition of new clients and reduced review and production times.

Feb 2022 - May 2022

Koh! (B2C) - Healthy Snacks Company

Digital Marketing Lead

- Problem: In a competitive landscape of health snack brands, captivating the first 1000 customers was challenging.
- Result: Employed a multi-pronged strategy spanning nationwide sales events, data-driven digital marketing campaigns, Amazon listings, and influencer collaborations. This approach streamlined digital sales and achieved the customer acquisition target.

Projects (Capstone)

Zostel: Capstone Project

Goal : Increasing Revenue from 9cr to 22.5cr in 12 months

Process:

- Engaged with 100+ Zostel customers to pinpoint their concerns.
- Crafted a 12-month roadmap for Zostel, focusing on Acquisition, Engagement, & Retention as primary thrusts and Onboarding as a supplementary focal point.
- Every detail was diligently documented, making the project execution-ready.

Swiggy

Goal : Improve customer acquisition, enhance onboarding, and boost engagement & retention.

Process :

Gathered insights from 30+ users, revamped referral program, optimized onboarding, and introduced 5 strategies for sustained engagement.