

VASU GORLE

Associate Product Manager | Product Build | Growth & User Experience

+91 6302674759 hellovasugorle@gmail.com www.vasugorle.info Hyderabad, India

SUMMARY

I am a product-focused problem solver with over 4+ years of experience in building innovative growth systems and optimizing user journeys. My background includes working in cross-functional teams across content, D2C, and edtech domains. I excel at connecting user insights with product decisions through creativity and data-driven strategies, achieving measurable outcomes that enhance engagement and efficiency

EXPERIENCE

Creative Strategist (Growth & Product Systems)

Rizzle

08/2022 - 05/2023 India

B2B2C AI Short-Video Platform

- Partnered with product & tech teams to design automation tools that reduced content production time by 40%
- Contributed to feature ideation for creator tools and music framework, improving engagement & template usage by 1.2X and 3X respectively
- Collaborated with design and data teams to analyze creator behavior and streamline workflows for faster video generation
- Supported cross-functional execution of product experiments targeting retention and content discovery

Production Lead

SlideSciences

07/2020 - 01/2022 India

B2B Edtech

- Delivered 3 international client projects on schedule by building efficient content pipelines and automated slide creation systems
- Proposed and implemented feedback tools that cut review cycles by ~30%, improving delivery timelines and internal coordination
- Worked closely with the product and creative teams to align project deliverables with platform roadmap

Digital Marketing & Growth Lead

Koh!

02/2022 - 05/2022 India

B2C D2C Brand

- Acquired the brand's first 1,000+ customers through influencer campaigns and optimized listings across Amazon & D2C site
- Designed post-purchase flows and engagement initiatives that improved repeat purchase rates and onboarding experience
- Collaborated with product and design teams to gather customer feedback loops for packaging and feature updates

Content Creator

YouTube & Instagram

05/2023 - Present India

Short & Long Video Platforms

- Built and managed a YouTube community of 50K+ subscribers and 40M+ organic views, testing different storytelling formats and retention hooks.
- Applied product thinking to analyze audience behavior and iterate on content types to maximize watch time and engagement.
- Executed 20+ brand collaborations while maintaining consistent audience satisfaction and performance metrics.

SKILLS

Product Strategy

User Research & Insights

Growth Experimentation

Funnel Optimization

Feature Prioritization

Retention & Activation

Data-Driven Decision Making

Wireframing

A/B Testing

Stakeholder Collaboration

Workflow Automation

PROJECTS

Zostel

GrowthX Capstone Project for Zostel

- Developed a 12-month roadmap to scale revenue from ₹9 Cr to ₹22.5 Cr, based on cohort data and customer research (120+ interviews)
- Created actionable dashboards aligning marketing, operations, and product decisions for measurable revenue growth

Swiggy

GrowthX Capstone Project for Swiggy

- Redesigned onboarding and referral flows after 90+ user interviews, improving activation and retention metrics
- Conducted funnel analysis to identify friction points in the first-order conversion journey

EDUCATION

Product & Growth Program

GrowthX

08/2022 - 05/2023 India

Bachelor of Technology in EEE

IIIT Basar

08/2016 - 05/2020 Telangana, India