

VIDHU GOEL

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Education

2022-2023	THE MASTERS' UNION PGP in Technology & Business Management majoring in Tech and PM VP, Product Management Club	Gurgaon
2016-2020	NETAJI SUBHAS UNIVERSITY OF TECHNOLOGY B.E., Manufacturing Processes and Automation Engineering; Top 5% of batch General Secretary, Entrepreneurship Cell - Incubated 10 startups, Organized annual fest with 3k+ footfall	New Delhi
2004-2016	DELHI PUBLIC SCHOOL - ROHINI Class 12 (CBSE): 95% ; Class 10 (CBSE): 9.8 CGPA Gold Medallist, 6 Years Consistent Scholar (2011-2016) Student Secretary - Managed Student Council, voicing student issues & communicating with administration	New Delhi

Experience

2020-2022	VIDAA CRUNCH (Digital agency) Founder & CEO <i>Created a one stop digital solution - UI/UX Design Web Development Performance Marketing SEO SMM Ecommerce</i> <ul style="list-style-type: none">Managed 52 clients across different service areas and industries, successfully delivering 60 projects in a time span of 2 years.Generated over INR 2Cr+ in revenue for clients through organic and performance advertising campaigns worth INR 25L.Recruited, trained and managed a team of 10 employees across verticals including design, marketing and advertising. Key Client Work <ul style="list-style-type: none">Designed an end-end virtual events platform by analyzing customer needs and increased attendee engagement by 40%.Generated Series A/ B startup leads for a Capital Advisory resulting in over \$150K in revenue through digital campaigns.Established digital presence for KN Modi Group, acquiring 1500+ users with a CAC of INR 230 through website in 1 yr.Managed social media influencer campaign with 115 influencers resulting in growth of 10k+ followers for a skincare brand.	New Delhi
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Industry Immersion

2019	QUALITY COUNCIL OF INDIA Delhi Consultant <ul style="list-style-type: none">Formulated research survey through primary and secondary data for assessing Atal Incubation Centres across India.Audited incubation centres across 12 cities to evaluate operational sync with listed objectives of Atal Innovation Mission.Prepared report for NITI Aayog giving comprehensive insights for KPIs like Startups Graduated, Revenue, Facilities, etc.	New
2018	ERNST AND YOUNG Intern, Transfer Pricing <ul style="list-style-type: none">Developed an automated solution for Transfer Pricing and Cost Allocation for a Global Banking system on Anaplan.Reduced operations time by 30% by implementing permission based user dashboards based on organisational hierarchy.	Gurgaon
2017	HARLEY-DAVIDSON Intern, Marketing <ul style="list-style-type: none">Increased dealership sales by 20% through strategic offline partnerships, promotion campaigns and store planogramming.Generated over 40 potential buyers by optimising website, implementing SEO and SEM, targeted social media campaigns.	New Delhi

Projects

2022	Lightrance (dropshipping business selling Wifi controlled LED Lights being assembled & white labelled) Founder & CEO <ul style="list-style-type: none">Conducted primary market research to build GTM & sales strategy, designed and launched the website channel for sales.Generated sales of INR 1.3L+ using performance marketing on Facebook Ads achieving a ROAS of 4.4 within 6 weeks.	Gurgaon
2022	HealthKart (<i>in-the-wild consulting</i>) <ul style="list-style-type: none">Consulted HealthKart recommending a central warehousing solution for local retail to cut down on rental cost by 35%.	
2018	Get Presentations (<i>Service business to elevate art of powerful presentations through design and training</i>) Founder & CEO <ul style="list-style-type: none">Independently generated INR 1L+ profits with no cost of advertising, servicing 15+ clients across industries in 3 months.	New Delhi

Skills

Product Management: Figma, Balsamiq, Google and Social Media Analytics, Canva, Adobe Illustrator, Adobe Photoshop
Marketing: Google and Facebook Ads, Search Engine Optimization, Social Media Marketing, Content Creation
Development: WordPress, Shopify, Elementor, Flutterflow

Achievements & Certifications

- Rewarded **1st** Position out of 200 teams in **United Nations** 'Reboot the Earth' Hackathon solving for 3 SDG goals - 2019
- Secured **top 1%** of the class Certified course in Business Management from Indian Institute of Technology Delhi - 2018
- Ranked in **top 100** teams amongst **1L+** **teams** in Google Online Marketing Challenge - 2017

Community

- Trained **60+** below poverty line students in computer basics, volunteering as a teacher at Ashima Foundation.
- Raised funds of **INR 50k** and distributed food, clothing and essentials to 3 orphan houses volunteering at Womenite.
- Donated over **3 litres** of blood till date on a bi-annually frequency voluntarily and/or to support those in need.