

Vasu Gorle

Social Media Growth Strategist | Content Systems | Viral Content Format Specialist

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SUMMARY

Social Media Specialist with 4+ years of experience driving multi-platform growth through trend analysis, storytelling frameworks, and scalable content systems. Blends creativity with data to build high-retention video formats, accelerate follower growth, and create predictable content performance engines. Proven track record scaling channels to **50K+ subscribers**, generating **40M+ organic views**, and growing brand accounts from **0 to 100K followers** using insight-led & outlier experimentation.

EXPERIENCE

Independent Creator

YouTube & Instagram

- 05/2023 - Present Hyderabad, India
- Built 50K+ subscribers and 40M+ organic views, achieving 100K+ average views per video through trend mapping, hook optimization, and retention-focused storytelling.
- Produced large-format narratives including the “Travelling India With ₹1” series, capturing over 50 real stories across India and driving strong community retention.
- Scaled a real-estate Instagram account from 0 to 100,000 followers

Creative Strategist (Growth & Product Systems)

Rizzle

- 08/2022 - 05/2023 Hyderabad, India
- Designed scalable content frameworks that increased video output by 8X and boosted music library production by 3X.
- Collaborated with product and data teams to identify high-performing formats that improved creator retention and engagement.
- Built automation tools that reduced production time by 40%, enabling faster delivery cycles for social content.

Digital Marketing & Social Media Lead

Koh!

- 02/2022 - 05/2022 Hyderabad, India
- Acquired the brand’s first 1,000+ customers through nationwide influencer campaigns and social-first product storytelling.
- Improved conversions across Amazon and D2C site using data-backed creative testing and funnel optimization.
- Designed post-purchase and community engagement loops contributing to higher retention.

Production & Content Systems Lead

SlideSciences

- 07/2020 - 01/2022 Hyderabad, India
- Built content automation pipelines that cut review cycles by approximately 30% and improved delivery speed for global clients.
- Developed creative templates and workflows that scaled design and social asset production across teams.

EDUCATION

Business Administration General

GrowthX

08/2023 - 10/2023

B.Tech, Electrical & Electronics Engineering

IIIT Basar

07/2016 - 05/2020

KEY ACHIEVEMENTS

- Scaled YouTube & Instagram to 40M+ organic views with high retention.
- Scaled a real-estate Instagram account from 0 to 100,000 followers through data-driven content strategy and trend-led experimentation.
- Built content systems that increased output 8X and reduced turnaround by 40%.

SKILLS

Social Media & Growth

Social Media Strategy	Execution
Trend Research	Audience Insights
Content Systems	
Viral Outlier Development	Storytelling
Visual Communication	Short-Form Video
Retention Triggers	

Content & Production Systems

Google Search Console		SemRush	
Figma	Canva	Photoshop	Filmora
Notion	PPT	MS Suite	G-Suite
Cap Cut			

Content & Production Systems

Content Automation	Workflow Design
A/B Testing	
Hook + Watch-Time Optimization	