

Personal summary-

Vamsi is a venturer, leader and improviser with a penchant for entrepreneurship who has developed a surefire method of best leveraging, promotional, managerial, organizational as well as technical skills to create and construct successful businesses from the scratch. For years, he has applied himself to experientially learn and understand the nuances of entrepreneurship by being on the ground and taking tough decisions with ample discretion and heart. On a personal level, he is a level-headed person and knows how to deal with people pertaining to different hierarchical levels in a diplomatic manner eventually bringing out the best in them. Backed by a scintillating academic record paired with relevant experience and expertise, he has every quality of a young entrepreneur that is conducive to success.

Marketing

Content

- Documented and edited vlogs, wrote articles and generated 300+ content pieces individually.
- Interviewed who's who of the startup space like Mithun Sundar(.....), Lux Narayanan(Unmetric)
- Directed & produced several videos for reputed brands like Wipro, Vivek Karunakaran(India's renowned fashion designer).

2. Events

- Assisted Avishkar Hyperloop by strategically selecting and reaching out to prospective sponsors/pockets/platforms and persuaded them to participate by funding in SpaceX's Hyperloop Competition.
- Structured, conceptualised and monitored event marketing plans for Grand Magnum Housing that hosted 8,000+ footfalls out of 20,000 registered visitors and generated 40+ plots sales converting to 14 Crore INR in revenues.

Social Media

- Ideated and conceptualised 120+ social media campaigns for brands like GRT, Tata Steel Aashiyana, Naturals Saloon, etc.
- Quadrupled event registrations for Chennai's biggest mall - Express Avenue Mall enabling increase in increasing specific outlet sales on weekends by 20%
- Worked in collaboration with CBRE for market research using social media for a Chennai based jewellery brand to invest 100 crore into Co-Living Space

Financials

100% Bootstrapped company with 0 investment and profitable from day 1.
Organically, took the revenue to 15times the the first month's revenue in 3 months into operations

Maintained 98% margins for the 6 months of operations

Invested 10,000 INR- 15,000 INR per month and created LinkedIn activities that created traction to attract 2-3 clients on average every month over last 2 quarters, with an average order value of 35,000 INR/month

Generated a YTD revenue of 39+ lakhs with a gross margin of 45- 55% on average per quarter.

Organisational Structure

Led a team of 15 members involving graphics designers, content writers, Ad Analysts, marketing managers, photographers, videographers and video editors.

Designed client and manager workflow structures including reporting, marketing plans/calendars, design communication and campaign decks

Created clear sales strategies and client boarding processes for smoother management by managers.

Created/Designed tenure based training programmes in collaboration with McKinsey, Goldman Sachs, etc. Alumni