VASISHTA
CHARY

Enabling Growth and optimizing products

ABOUT

VASHISTA **CHARY**

Growth Hacker and Product Consultant by profession, Founder of Multiple Startups with experience in Digital Marketing, Product Designing, Growth Strategizing, Advertising and Content Marketing.

I have worked on over 30 products including likes of ecommerce platforms, content platform, blogs and SaaS. I have run over 50 Marketing Campaign focused on Digital Ads, Media Buying, Influencer Marketing and PR.

I can help you optimize your product, increase engagement goals, collect and utilize consumption data and use it to make your product bigger and better. Hit me up for a consult.

VC

SERVICES

GROWTH HACKING

I use innovative design and behavioral data to drive result-driven campaigns.I optimise the campaigns to not just have exclusive but inclusive growth.

I working on scaling up in terms of growth, customer engagement, customer life cycle et al.

PRODUCT CONSULTING

Often when we translate ideas into products we face multiple roadblocks along the way, from structure to design to data collection and at times actual ground level execution.

As a consultant I make it all possible, from a road map to execution planning, Strategic Support to making the product scrum, UI/UX guidelines, architecture and managing the whole show.

VC

CERTIFICATIONS

Board Certified Scrum Manager

Trained in Agile Framework and have executed over 20 projects as a project manager.

Design Thinking and Innovating Problem Solving

Recognized and Certified in Design Thinking and Innovative Problem Solving.

Google Ad words Certified

Certified in Google Adwords and Analytics module.

Facebook Blueprints Certification

Facebook Certified Planning Professional with competency in Advertising and Planning.

VC

CLIENTS

Responsible for creating a consumption matrix, optimizing data collection and creating a growth plan.

Responsible for product architecture, design and deployment of multiple modules. Also responsible for customer acquisition strategy.

Responsible for product architecture, Mobile App Design and customer acquisition strategy Also managed digital marketing for them.

Responsible for creating a Go to market Strategy, building a online customer base along with influencer marketing.

VC

Responsible for building brand, managing online platform and presence along with managing deals for the influencer.

Responsible for building technology, managing online platform and presence along building the communities for its initiatives.

Responsible for creating product strategy, architecture for the machine algorithm along with DevOps.

Responsible for creating a Operational Strategy, optimizing the product, and improvising the growth strategy.

VC

SKILLS

PRODUCT DESIGN 92%

DESIGN THINKING 92%

DIGITAL MARKETING 79%

BRAND IDENTITY DESIGN 62%

INFLUENCER MARKTING 89%

VC

Get In Touch

Vasishta Chary

+91 9920101013
+19148651173

vasishta.c@barzan.in

Presence in New Delhi, Bangalore, Mumbai Jakarta, New York and San Francisco

@iamdeata
@iamdeata
vasishtachary

www.vasishtachary.com

© 2016 VasishtaChary Consulting