

VIDHU GOEL

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SUMMARY

Chief-of-staff-style operator who acts as strategic partner and right hand to founders and CEOs, translating strategy into actionable plans and monitoring progress to delivery. Strategic and analytical, turning data into clear, actionable insights for leadership presentations and reports, and running steering groups and business reviews as the rhythm of the business. Highly organised, resourceful and proactive, able to problem-solve independently and adapt quickly to new priorities amid ambiguity in fast-paced, cross-functional environments, trusted for stakeholder communications and conflict resolution. Built a **₹4Cr+ operating budget** and a **₹30L+ growth function** from scratch.

WORK EXPERIENCE

Masters' Union

Oct 2024 - Present

Head - Strategic Initiatives, Director's Office

- Acted as strategic partner to the Director's Office, running **₹4Cr+ AOP** and steering business reviews for a **14-member team** to hit an NPS of **41**
- Built an AI mock interview platform for **1,700+ students** and a self-serve prep hub, turning usage data into actionable insights
- Scaled a mentorship platform **3.6x to 10,000+ sessions**, improving operational efficiency by cutting per-call cost **11%** and no-shows **69%**
- Shipped Preplane, a dashboard replacing fragmented coordination across **660+ processes**, 474 mentors and 12 stakeholders
- Ran root-cause analysis on a funnel drop-off, fixing it to cut admissions CAC **9.5x from ₹1,900 to ₹200** and add **1,200+ leads**
- Improved offer-to-enrol conversion **23%** for **1,038 admits** by identifying a member journey drop-off and deploying a personalised AI fix
- Won the Director's **Award, Innovation Driver**, for cross-functional ownership across student product, growth and operations

Collegedunia

May 2023 - Oct 2024

Entrepreneur-in-Residence, Founder's Office (Acting Chief of Staff)

- Acted as strategic partner in the Founder's Office, building the growth engine from scratch on a **₹30L+** budget driving **2,300+ leads** a week
- Boosted sales productivity **27%** and applications **36%** in 3 months via process improvement across tech and operations for a **149-member team**
- Led B2B GTM as central point of contact for cross-functional stakeholders, connecting **230 universities** with **45 consultants** and a team of **16**
- Designed and scaled an events playbook from pilot to **12 large-format events**, drawing **1,940 attendees** at **₹1,339 CPA** in the first
- Generated **10,000+ leads** and **12Mn+ impressions** by building a new influencer channel strategy from scratch across branding and acquisition
- Served as the youngest founder's advisory personnel at Collegedunia, awarded **Star Employee** for driving growth across 4 products

Vidaa Crunch (digital product and growth agency)

Apr 2020 - Jul 2022

Founder & CEO

- Founded and scaled a digital product and marketing agency from zero, profitable from day one, delivering **60+ projects** for **24 clients**
- Led **₹15Cr+** in client revenue through organic and performance marketing, recording **10M+ social impressions** and **1M+ website** visitors
- Delivered **₹3.5Cr+** in client bottom-line growth via root-cause analysis and unit-economics reporting for CXO and Board stakeholders
- Built and scaled a **10-member team** across product, design and marketing, maintaining **8% attrition** and a **53% referral share** by year 2

Key Client Projects:

- P-Magic:** Grew a pet and human hygiene brand from 0 to **1,000 orders/month**, cutting CAC by **26%** with a doctor-led affiliate model
- Fresh For Paws:** Rebuilt the storefront for the pet food brand and led campaign optimisation, lifting conversions by **~30%**
- The Billbergia:** Built **~₹6L/month GMV** for the skincare brand, growing to **10K+ followers** with **115 influencer** partnerships
- Bayfront Capital:** Delivered **ROAS of 45** for a Series A/B startup via competitor analysis and ad campaigns
- Kairo Jewellery:** Led digital transformation for the family jewellery legacy, driving **~100 orders/month** at **~₹5K AOV** with hybrid POS

EDUCATION

Masters' Union, Gurugram

Jun 2022 - May 2023

PGP in Technology & Business Management | GPA: **3.32/4**

Netaji Subhas Institute of Technology (NSIT), Delhi

Aug 2016 - May 2020

B.E. in Manufacturing Processes & Automation | CGPA: **7.12/10**

Delhi Public School, Rohini

2004 - 2016

Non-Medical Science, CBSE | Class 12: **95%** | Class 10: **9.8 CGPA**

ACHIEVEMENTS & CERTIFICATIONS

- Awarded **1st position** out of **200 teams** in UN Reboot the Earth Hackathon, solving for 3 SDG objectives
- Awarded **1st position** out of **165 participants** in Product Wireframing Challenge, Masters' Union
- Secured **Top 1%** out of 325 students in Business Management certification, **IIT Delhi**
- Ranked **Top 100** among **1L+ teams** in Google Online Marketing Challenge (GOMC) for strong campaign metrics

COMPETENCIES & TOOLS

- Competencies:** Strategic Partnership & Execution, Cross-Functional Program Management & Alignment, Root-Cause Analysis, Research and Analysis, Steering Groups & Business Reviews, Structured Feedback Loops, Operational Budget Management, Process Improvement, Stakeholder Management & Communications, Conflict Resolution, Trusted Advisor & Liaison, Special Projects, Excellent Communicator & Collaborator, Interpersonal & Operationally Minded
- Tools & AI:** Claude, Emergent, Lovable, OpenAI, Gemini, Data Analytics & Insights, Google Analytics, Mixpanel, Zoho CRM, MS Office, Notion, G-Suite