

# VAGEESH PUNDIR

## Growth Lead

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## Relevant Work Experience & Projects

### Fractional Growth Lead

#### Freelance

📅 Aug 2024 - Present 📍 Remote

Helping family-owned SMEs going digital, building and scaling revenue through paid media and full-funnel growth strategy.

- Paid channels now contribute 35% of revenue for a INR 250 million/year B2B business and 12X ROAS for a service business, built ground-up for clients with no prior digital acquisition infrastructure, with full ownership of strategy and budget allocation.
- To move beyond traffic and into conversion, built full conversion infrastructure for each client from scratch, landing pages, form design, shopping feeds, and tracking, each shaped by the nature of the service and customer behaviour.
- Uses LLM-based frameworks for performance analysis, growth simulations, and strategy development

### Growth Marketing Lead

#### Corporate Rebels

📅 Apr 2023 - May 2024 📍 Eindhoven, Netherlands

First marketing hire at Corporate Rebels, a global future-of-work platform, responsible for building the marketing function and driving revenue-linked growth across all channels.

- Grew monthly revenue from EUR 45K to EUR 100K in 9 months, started with 2 months of ICP research to map the full customer journey, then built and activated acquisition and conversion levers across every stage.
- Newsletter signups scaled 6x to 1,200/month and LinkedIn grew from 60K to 150K followers, outcome of systematically testing content formats, audience segments, and lead magnet variants to find what actually drove engaged growth.
- As the sole marketer, built the entire marketing function from the ground up, replacing fragmented agency reporting with a Looker Studio infrastructure and establishing content, email, and landing page workflows tied directly to revenue KPIs.

### Performance Marketing Lead

#### WATR N.V

📅 Aug 2022 - Apr 2023 📍 Ghent, Belgium

Managed paid and influencer marketing across a hospitality group operating 4 restaurants and 5 hotels in Belgium.

- Tripled online orders from 200 to 600/week by identifying the right channel mix across Google and Meta and iterating on campaign structure to sustain order volume consistently.
- Achieved 7.5X ROAS on influencer marketing by deliberately selecting influencers based on audience-product fit, collaborating with content teams to align creative with performance goals.

## Growth Philosophy

I approach growth with one question: Does this actually add value? I'm driven by curiosity, not just what works, but why. Revenue follows when a product or service earns its place in someone's life. My job is to find the most honest and effective path between the two.

## Metrics at Glance

### Revenue Growth

- INR 18CR monthly revenue — OYO (70,000+ rooms, pan-India)
- INR 1CR monthly revenue in 6 months — Unacademy CLAT launch
- EUR 100K monthly revenue in 9 months — Corporate Rebels

### ROAS and Acquisition

- 12X ROAS — Taxi service (EUR 1,200 spend → EUR 15K/month)
- 500K MAU, 50K paid subscribers — Unacademy CLAT

## Education

### Masters in Marketing and Digital Transformation

**Vlerick Business School** 📍 Ghent, Belgium

### Bachelor of Engineering - Biotechnology

**Amity University** 📍 Noida, India

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## Relevant Work Experience & Projects

### Category Head - CLAT & IELTS

#### Unacademy

📅 Nov 2020 - Jul 2021 📍 Bengaluru, India

Led the ground-up launch of two exam-prep categories at Unacademy, one of India's largest edtech platforms, managing a team of 4 across operations, marketing, and data.

- Took CLAT from zero to INR 1CR monthly revenue in 6 months, built the category from scratch by scouting educators, designing a freemium content structure of 60+ weekly classes, and launching courses to drive traction.
- Redesigned the influencer playbook by sourcing previous-year rankers as educators and influencers, building a credibility-driven acquisition loop that scaled to 500K MAU and 50K paid subscribers within 6 months.
- Grew YouTube presence from 0 to 13K subscribers by iterating on content and class structure based on watch time and MAU/DAU signals.

### Revenue Head - Capital O

#### OYORooms

📅 Jan 2019 - Jun 2020 📍 Gurugram, India

Owned end-to-end P&L for Capital O's pan-India portfolio of 3,500+ budget hotels, managing pricing, OTA distribution, and cost contracts across 70,000+ rooms.

- Inherited a -2.5% gross margin portfolio and turned it to +7% GM level 2 through pricing discipline, OTA commission renegotiations, and cost contract optimisation.
- Drove INR 18CR in monthly revenue across a pan-India portfolio, managing OTA distribution, rate parity, and operations through a lean team of 2.

### Cluster Manager

#### FabHotels

📅 Oct 2015 - Dec 2018 📍 Gurugram, India

Managed P&L and revenue operations for ~120 hotels across FabHotels' portfolio, covering pricing, distribution, and operational standards.

- Introduced a dynamic pricing model based on time and occupancy signals, later adopted as the standard pricing framework across the organisation.
- Built FabHotels' content moderation infrastructure from scratch, photoshoot and editing SOPs rolled out organisation-wide to standardise listing quality at scale.

## Tools and Skills

**Paid Media:** Google Ads | Meta Ads | LinkedIn Ads

**Analytics and Reporting:** GA4 | Looker Studio | Google Search Console | Google Tag Manager | Excel

**CRO & Landing Pages:** Wordpress | Microsoft Clarity | Hotjar

**Email & CRM:** ConvertKit | MailChimp

**AI:** Claude | ChatGPT (for performance analysis and growth simulations)