

2019

VASISHTA CHARY

Workshop Profile

Startup Evangelist, Tech and Product Enabler, Growth Hacker



Introduction

I am a 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 conducted workshops on Design Thinking, Business Communication, Digital Marketing and New Venture Creation. My core workshops happen with colleges, I have done on campuses of JIMS, BITS Hyderabad, IIT Delhi, Delhi University and more. I also conduct open workshop for entrepreneurs focusing on focused learning.

Education & Work Experience

Ascian Solutions

CoFounder

Ascian Solutions (earlier consultancy) is a startup in service sector providing relevant services in the area of website design and social media marketing.

TheStartupToday

CoFounder

TheStartupToday is One Stop Destination to read Summarised News focused on the startup world, all with one click

School Of Liberal Studies , Pandit Deendayal Petroleum University , Gandhinagar

Bachelor of Business Administration (B.B.A.)

Business Administration, Marketing and Operations
Bachelor of Arts (B.A. Hons) Economics

Certifications

Board Certified Scrum Manager

Trained in Agile Framework and have executed over 20 projects as a scrum master

Design Thinking & Innovative Problem Solving

Recognized and Certified in Design Thinking and Innovative Problem Solving

Advanced Google Certification

Certified in Google Adwords, Adsense and Analytics module.

Facebook Blueprints Certification

Facebook Certified Planning Professional with competency in Advertising and Planning.

Training Experience

Visiting Faculty - Communication and SoftSkills
XIDAS Jabalpur

Guest Speaker – Incubation Center
IIITDM Jabalpur

Mentor and Guide – Skill and Incubation center
JIMS New Delhi

Guest Speaker – Placement Cell
KITES Ghaziabad

Have conducted workshops in following colleges in the past

Design Thinking – JIMS, IIMA, NMIMS, DTU

Communication – XIDAS, DU, KITES, IMT

Skill Development – Private Hackathons, PDP, JIMS, BITS Hyderabad.



List of Workshops Conducted

1. How to effectively communicate your brand
How to Effectively Communicating with your audience about the brand and its values.
2. Design Thinking – Framework for innovation
Building Innovation using the 5 step design thinking framework, design innovation.
3. Growth 101 – How to hack your growth
How to instantly grow, create growth hacks using technology and content strategies.
4. Understanding your User
Understand your user, who they are, what do they want and can they pay for it
5. How to build a product that sells
Understand the art behind a successfully selling product and pushing it to the market.
6. Consumption Pattern Matrix – what and how
What do your users consume on your product, understanding the Data we collect.
7. Influencing and its subtle art
How to influence people around you and become an Influencer in your network.
8. How to grow your Instagram in 6 weeks
Stuck at 500 followers, Understand Instagram and Use its algorithm to grow in 6 weeks.
9. Scaling up – how to reach the next level
How to scale your startups to the next level, understanding the larger needs of the users
10. How to build your personal brand
How to build your brand as an entrepreneur, how to create impact outside your startup

