**Videh Agrawal**

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**EDUCATION**

**University of British Columbia – Sauder School of Business May 2025**

*Bachelor of Commerce – Marketing and Business Analytics*

**Stanford University Jul 2018**

*Pre-Collegiate Summer Institute – Business and Entrepreneurship*

**RELEVANT EXPERIENCE**

**Exec Search Recruiter & RMG Coordinator** **|** KC Overseas Education Inc., Vancouver, BC **Jan 2024 – Dec 2024**

* Led end-to-end searches for leadership roles (AVP Sales, AD ISM, AVP Growth UK) at a 1,000+ team global organization (11 countries), managing 1–2 leadership & 4–5 managerial searches. Achieved a 90% fill rate within 60 days.
* Developed a data-driven Resource Management platform with a forecasting algorithm analyzing internal workload data, optimizing staffing across 18 teams, saving 5–8% in annual labor costs ($500K–$750K) through efficient resource reallocation.
* Designed a Power BI dashboard to track recruiter KPIs (application-to-acceptance ratio, applications assessed, interviews scheduled, offer letter to joining ratio), reducing manual reporting time by 3–4 hours/week per recruiter.
* Launched a structured quality-of-hire feedback system, capturing post-60-day hiring manager feedback to assess recruitment sources. Improved quality-of-hire by 10% by deprioritizing underperforming recruitment sources (e.g., low-retention schools)
* Boosted offer-to-acceptance ratio by 25% by calling candidates post-offer to confirm commitment, resuming searches immediately for those considering other offers to prevent dropouts.
* Cut cost-per-hire by 12% by issuing offer letters without compensation details (to deter negotiation leverage) and enforcing structured requisition forms, reducing time-to-fill from 43 to 40 days.

**Communications & Partnerships Coordinator** | KC Overseas Education Inc., Vancouver, BC **May 2023 – Aug 2023**

* Secured 12+ university/college partnerships through 60+ targeted outreach campaigns (emails, calls, presentations), enabling partner schools to recruit 1,000+ students from 11 countries across Asia and Africa, enhancing campus diversity. Generated $2M+ in annual projected revenue by aligning recruitment pipelines with partner needs to meet international enrollment goals
* Organized & staffed ICEF & CBIE Vancouver 2023 booths; conducted 50+ meetings to strengthen university partnerships

**Data Analytics Intern |** Nice Software Solutions, Remote, India (Part Time) **July 2023 – Aug 2023**

* Utilized LangChain to train Llama 2 in the development of a student-oriented chatbot that supported university and course exploration and was rolled out to 500+ students nationwide
* Gained comprehensive exposure to data transformation, visualization, dynamic reporting, and dashboard creation using Power BI and Power Query to drive informed decision-making and illustrate actionable findings

**LinkedIn Marketing Specialist** |Coursefinder.ai, Vancouver, BC **Apr 2022 – May 2022**

* Spearheaded LinkedIn initiatives promoting Coursefinder’s AI-driven culture and tech innovations (e.g. automated workflows, analytics tools), directly creating content and campaigns that boosted inbound talent applications by 30%.
* Launched targeted LinkedIn campaigns to recruit education agents and institutional partners, leveraging Coursefinder.ai’s AI-driven platform to highlight its one-click multi-university application feature. Optimized content around test-based course matching, driving a 40% increase in agent inquiries.

**PROJECTS**

**Microlator: Android app focused on measuring micronutrient deficiencies**

* Designed and developed the MVP of a non-invasive app that compared the weekly food consumption of users with recommended dietary allowances and offered suggestions for foods to bridge nutrient deficiencies
* Received $10,000 in funding to pursue the idea after presenting to a panel of executives including Indira Nooyi (ex-PepsiCo CEO), previous Nobel laureates, and Amina Mohammed (Deputy Secretary General of UN)

**Class Connect: Mobile app which helps students connect with peers**

* Currently in the process of creating a user-friendly mobile app that will enable students to effortlessly find and join virtual study groups tailored to their classes, with a focus on enhancing collaboration , and building a supportive learning community
* In the early stages of building strategic partnerships with educational institutions to support the forthcoming platform launch

**OTHER**

**Interests:** Artificial Intelligence | Data Analytics | Performance Marketing | SEO | SMM | Product Management | UX Design

**Tools:**  SEMrush | Moz | Meta Ads | Google Ads | Google Analytics | Figma | Adobe Photoshop |Power BI | Google Tag | Jira

**Skills:** AI-Driven A/B Testing | Sentiment Analysis | Customer Persona Generation | SEO | Performance Marketing | Lifecycle Marketing | Marketing Mix Modeling | SQL | Python