

# SARABJEET SINGH DUA

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## COVER NOTE

MBA Marketing with 9.5 years of experience in Digital Marketing / Performance Marketing / eCommerce Marketing & Branding. Specialized in Marketing for Fashion, Home Furnishing, Hospitals & Education Sector. Certified in Google Adwords, Google Analytics, Certified Web Professional by GoDaddy, Search Engine Optimization & Email Marketing with exposure to US, Europe & APAC audience.

## CORE COMPETENCIES

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| <ul style="list-style-type: none"><li>• Google Ads</li><li>• Display Ads</li><li>• Social Media Ads</li><li>• Performance Marketing</li><li>• eCommerce Ads (Amazon, Flipkart etc)</li><li>• eCommerce Category Management</li><li>• LinkedIn Ads</li><li>• E-commerce Operations</li><li>• Affiliate Marketing</li><li>• Lead Generation Ads</li><li>• YouTube Ads</li></ul> | <ul style="list-style-type: none"><li>• Social Media Marketing (SEM)</li><li>• Search Engine Optimization (SEO)</li><li>• Email Marketing</li><li>• Graphics Designing (Canva + Photoshop)</li><li>• CRM Marketing Automation</li><li>• Website Management</li><li>• Digital Campaign Reporting</li><li>• Corporate Presentations</li><li>• Team Lead - Digital Marketing Trainer</li><li>• International Marketing (US, UK &amp; APAC)</li><li>• Google Analytics &amp; Conversion tracking</li></ul> |
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## TOTAL EXPERIENCE

### CG Infinity USA (Cyber Group)(US based Marketing& Software Development Agency)

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Role : Digital Marketing Expert Trainer - Associate 2

Duration : June 2024 to Current

Details :

**Team Lead** - Understand client requirement and lead digital marketing project with other team members.

**Digital Marketing Trainer** - Training team of 15+ members on digital marketing platform, campaign optimizations, analytics & reporting.

**Client Handling** - Pitching customers & understanding their Digital Marketing needs be it SEO (Off page & On-page), Social Media Marketing (Organic + Paid), Lead Generation, Ecommerce Ads, PPC (Google Ads & Bing Ads) Website Management, Site Audits, Email Marketing, Content marketing, blogging, Keyword analysis etc.

**Campaign Planning & Execution** - Planning, strategizing, creation & delivery of all kinds of digital marketing campaigns as per client requirements (Indian & International clients).

Client Success - Delivery of all kinds of digital marketing need to clients with reports

Working on tools like aHref, SEMRush, HubSpot, Google Ads, Google Analytics, Instagram, Facebook, LinkedIn & Twitter, Canva & Photoshop.

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## Virtual Employee Private Limited - Teckvalley USA

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Role : Team Lead - Internet Marketing (Contract)

Duration : Sep 2023 to June 2024

Details :

**Team Lead** - Understand client requirement and lead digital marketing project with other team members.

**Client Handling** - Pitching customers & understanding their Digital Marketing needs be it SEO (Off page & On-page), Social Media Marketing (Organic + Paid), Lead Generation, Ecommerce Ads, PPC (Google Ads & Bing Ads) Website Management, Site Audits, Email Marketing, Content marketing, blogging, Keyword analysis etc.

**Campaign Planning & Execution** - Planning, strategizing, creation & delivery of all kinds of digital marketing campaigns as per client requirements (Indian & International clients).

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## BrandMuscle (USA) - BrandMuscle India Pvt Ltd (US based Marketing Agency)

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Role : Digital Marketing Specialist - Global Services (USA)

Duration : Feb 2022 to May 2023

Details :

**Campaign Creation** - Planning, Creating & Optimizing Campaigns on Google Search, Display, Social, YouTube, Pinterest, Tiktok& Facebook & other PPC Adverts for high end USA based Clients.

**Campaign Quality Assurance** - Campaign QA & Error resolution

**Campaign Optimization** - Campaign Pacing & Optimization to achieve Goals.

**Project Management / Trainer** - Team Lead & Digital Marketing Tools Trainings

**Team Management** - Closing projects, delivering campaigns on time, India & US manager interactions.

**Campaign Reporting** - Analytics, Dashboard, Report Generation & further optimization.

**Presentation** - Creating team presentations, leadership presentations for managers

**Digital Marketing Trainer** - Training team of 20+ members on digital marketing platform, campaign optimizations, analytics & reporting.

Working over platforms like Tradedesk ,SimpliFi, Campaign Manager 360, Facebook Ads manager, Google Ads etc.

## CL Educate Limited - Career Launcher, CL Media Pvt Limited

- Role : Deputy Digital Marketing Manager
- Duration : August 2021 to Jan 2022 (Covid Layoff)
- Details :

**Provide Digital Marketing Solutions** for all Indian private universities,

**Campaign Creation**- Social Media Campaigns, Lead Generation, Google Adwords, Facebook Ads campaigns for Education sector.

**Managing CRM**, Lead Management System No Paper Forms, Lead Nurturing for Admission, Handling 100+ University Digital Campaigns, B2B Lead Digital Business, Search Engine Optimization, Email, SMS & WhatsApp Marketing, Marketing Automation Execution, Campaign Strategy Panning & Execution.

**Marketing Automation** - Design Workflows & Templates

**Digital Training** - CRM Training to 25+ team members including Counselor's, Marketing Automations Specialist, Campaign managers & operations staff.

### **ITS Education Group Greater Noida – ITS Dental College Greater Noida**

- Role : Social Media Manager – Digital Marketing
- Duration : 14<sup>th</sup> JAN 2020 to 14<sup>th</sup> Feb 2021
- Details : FULL TIME JOB

Search Engine Optimization (SEO), Social Media Ad Operations Facebook and Instagram Ads, Google Adwords PPC Campaign Management (Search & Display), Content Marketing, Blogging, Graphic Designing and Consultant, Website Content Management System, Email Marketing, Social Media Campaigns, Google Analytics and Reporting, Google Webmaster Tools, Online Reputation Management, Strategic Management, Handling Digital Marketing Operations for ITS Engineering College | ITS Dental College | ITS Dental Hospital | ITS Surya Hospital | ITS Prime Clinic | ITS Chemist Shop

### **Deco Window–Jayanita Exports Pvt Limited ( Decowindow.in)**

- Role : Senior Associate – Web Sales
- Duration : 26<sup>th</sup> Oct 2018 to 30<sup>th</sup> Sep 2019
- Details : FULL TIME JOB

Search Engine Optimization, Online Reputation Management, Digital Media Marketing, Facebook PPC Campaign Management, Google Adwords, Social Media Campaigns, Onsite Merchandising & Email Campaigns Execution for Ecommerce Business. Amazon.com & Amazon.in, Flipkart, Myntra & Pepper Fry Paid marketing campaigns for India & US market.

### **Sahiba Furniture–Delhi Furniture Hub-Sahiba Interior**

- Role : Ecommerce Operation Manager (B2B)
- Duration : July 2015 to Oct 2018
- Details : FULL TIME JOB

Ecommerce Catalog management, Product Listing on various eCommerce portals, Email Marketing, Domestic & International sales, Vendor Management, Offline Marketing, Packaging & dispatch handling, Customer services, Google Adwords, B2B & D2B Marketing Campaigns, Lead Generation & Client Pitching.

### **Tacfab – Tacfab Fashions Pvt Limited (tacfab.com)**

- Role : Senior Executive IT - Ecommerce
- Duration : July 2014 to June 2015
- Details :

Ecommerce Catalogue Management & Product Listing, Facebook PPC Ads, Google AdWords, Website Customization & Graphic Designing, Inventory Management & Web Promotion Planning, Social Media Marketing & Email Campaigning.

**Training / Team handling** - Ecommerce operation training to 5+ team members including Ecommerce listing manager, online billing staff & logistics operation team.

### **Redtape – Mirza International Limited (redtape.com)**

- Role : Digital Marketing Executive
- Duration : 24<sup>th</sup> June 2013 to 16<sup>th</sup> Nov 2013
- Details :

E-commerce store operations, Inventory Management, Content Management, Order Processing & Dispatch, Social Media Marketing, Online SEO, Google AdWords.

### **Summer Internship – Rotary International Products Merchandise (Tej Brothers Pvt. Ltd)**

- Role : Financial Planning for E-Commerce Marketing

- Duration : June to July 2012
- Details : Got exposure to the concepts like: “ International Marketing, Role of Technology in Marketing, Importance of Financial Planning”

## **CERTIFICATIONS**

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- Amazon DSP Advance Certification, Amazon 2024
- Life Coach Certified by Transformation Academy Florida, USA 2023.
- **ChatGPT for Digital Marketing Certification 2023** through Alison.
- **Lean Six Sigma Yellow Belt Certification** from Germany (Online) 2023
- **BrandMuscle Level -2 certification** in Search, Display & Social Campaigns 2022.
- Certified **Google Ads Paid Search and Google Ads Display** (Google Skill Shop) 2022
- **Double Verify IQ Blueprint batch**, Traffic management 2022
- Certified **Influencer Marketing 2021** (Udemy)
- Certified **Web Professional 2020** (Godaddy Academy)
- Certified **CRM Automation 2020** (Hubspot Academy)
- Certified **Inbound Marketing 2020** (Hubspot Academy)
- Certified **Frictionless Sales 2020**(Hubspot Academy)
- **SMM & PPC Fundamentals 2020** (SEMrush Academy)
- Certified Google **Digital Marketing Fundamentals 2019**
- Certified **Email Marketing Specialist 2019** (Hubspot Academy)
- Certified **Google Adwords Professional & Google Analytics Professional 2015**
- Certified **Advertising Manager (Vskills) 2013 by Government of India.**
- Certified **Search Engine Optimization Professional (Vskills) 2015 by Government of India.**
- Got NCFM “**Commercial Banking Module Certificate and Financial Marketing Module Certificate** in 2012,
- Certified in **Cyber Security (Basics) 2012 by Bharati Vidyapeeth University, Pune.**

## **ACHIEVEMENTS**

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- Member of Rotract Club 2013, IMED Pune
- Was Mr. Fresher, in 2007 and Mr. Farewell in 2010, at MTIM College
- First Runner up, in Roll Play Competition, at IMED 2012

## **ACADEMICS**

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- M.B.A (Marketing & Finance), from Bharati Vidyapeeth University, Pune, in 2013, with 70 %
- B.C.A, from G.G.S.I.P.U – IP University, Delhi, in 2010, with 72%
- 12<sup>th</sup> (C.B.S.E),JKPS in 2007, with 73%
- 10<sup>th</sup> (C.B.S.E),JKPS in 2005, with 72%

## **EXTRAMURAL ACTIVITIES**

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- Voluntary working for Rotary International Club & Lions Club under Tej Brothers.
- Coordinated a team “IMED”, BVDU 2012 and a team of international conference 2013, IMED, Pune
- Performed Dance in the Annual Fest – CHASM 2012, IMED, Pune

## **PERSONAL DOSSIER**

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- Date of Birth : 14<sup>th</sup> Feb, 1989
- Languages known : English, Hindi, and Punjabi
- Hobbies : Reading Articles, Blogging and browsing Net, Dancing, Chatting with friends

## **E-RESUME**

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Website: <http://sarabeetsinghdua.com/>