

# SARABJEET SINGH DUA

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## Cover Note

MBA with 11+ years of experience in Learning & Development, Training Management, and Sales & Marketing Enablement. **Globally certified in Learning & Development** I have proven track record in designing, developing, and delivering impactful learning programs across Digital tools, CRM, Marketing, Sales, and Digital Strategy.

Successfully trained 400+ corporate professionals across global markets (US, Europe, APAC) in sectors including FMCG, Healthcare, Fashion, and EdTech. Skilled in end-to-end training lifecycle management, from needs analysis and content creation to delivery and post-training evaluation.

Strong background in multi-channel marketing & sales (Google Ads, Meta, LinkedIn, Amazon, Programmatic), campaign strategy, and performance optimization. Adept at integrating real-world marketing insights into training content to ensure practical relevance and ROI.

Proficient in LMS platforms (Moodle, TalentLMS), eLearning authoring tools (Articulate 360, iSpring, Canva, Vyond), and knowledge management systems. Experienced in creating blended learning solutions, microlearning content, onboarding programs, and performance-focused training interventions.

Known for building high-impact L&D strategies that improve engagement, upskill teams, and drive measurable business outcomes.

## Core Competencies

- **Learning & Development:** Corporate training program design, digital upskilling, LMS & eLearning management, knowledgebase creation, TNA (Training Needs Analysis), instructional design, and leadership development.
- **Behavioural & Psychometric Training:** Emotional intelligence, personality assessments (DISC, MBTI), behavioural skills, self-awareness, and team dynamics.
- **Soft Skills Development:** Creativity, communication, analytical thinking, time management, and professional effectiveness.
- **Marketing & Sales Training:** Hands-on training in digital marketing, performance campaigns, sales enablement, and CRM systems.
- **Digital & Performance Marketing:** Campaign management (Google Ads, Meta, LinkedIn, Amazon DSP, Programmatic), social media strategy (YouTube, TikTok, Pinterest), brand marketing, and digital growth strategies.
- **CRM & Marketing Automation:** Proficient in HubSpot, Salesforce Pardot, Zoho, Merrito, clever tap, Marketo, web engage and omnichannel campaigns (Email, SMS, WhatsApp). Market research, process improvement, workflow automation, Six Sigma, and ecommerce operations.
- **Project & Campaign Management:** Experienced with Agile, Scrum, and tools like JIRA, Trello.
- **Analytics & Reporting:** Skilled in Google Analytics, Power BI, and Excel for performance tracking and ROI measurement.
- **Compliance Training** - Delivered training on GDPR, CAN-SPAM, and EU compliance to ensure adherence to data privacy and marketing regulations across teams.

## Professional Experience (11 Years)

### Freelancing at GLA University & Rus Education (EdTech) + Career Break

**Role: Head Learning and Development & Marketing | JAN 2025 – Current**

- **Visiting Faculty – GLA University, Mathura** | 60 hours of Digital Marketing training delivery to 150+ MBA(Marketing Students)
- **Marketing & Sales Training & Talent Development:** Design and lead L&D programs, conduct training needs analysis (TNA) and competency mapping, and implement blended learning frameworks (e-learning, ILT, webinars). Develop sales enablement content and mentor 100+ counsellors, improving conversion rates and product knowledge. Spearhead train-the-trainer programs, onboarding pathways, performance tracking, and continuous upskilling initiatives aligned with business goals.
- **Knowledge Management System:** Build and maintain a centralized knowledge management system (KMS) with SOPs and search-optimized content to support scalable operations and staff onboarding.
- **Marketing Leadership:** Drive end-to-end marketing strategy and campaigns (digital/offline/partnerships), set KPIs & dashboards, and align stakeholders to generate 500+ leads/day.
- **LMS Admin-** Managed end-to-end administration of Learning Management Systems (LMS) including user setup, course uploads, reporting, and troubleshooting to ensure smooth learning delivery and tracking.
- **Tools & Platforms:** Proficient in WordPress, CRM systems, Articulate 360 (e-learning modules), Canva, and Adobe Photoshop.

#### **Career Break (Jan 2025 – July 2025)**

During this period, I focused on upskilling and professional development by completing the following paid certifications with regular online classes:

- **Certified Learning and Development Professional (CPLP), GSDC, USA** – Completed June 2025
- **Certified Instructional Design Professional (Learning & Development), KPMG India** – Completed June 2025.

Simultaneously, I engaged in part-time work and freelance projects to maintain industry involvement and apply my learning in real-world settings.

### CG Infinity USA (Software Development Consultancy)

**Role: Marketing & Sales Trainer A2 | June 2024 – Jan 2025 (US Layoff)**

- **Learning & Development Initiatives** - Conducted training needs assessments, developed competency-based learning paths, and designed custom learning modules aligned with business goals. Training Needs Analysis (TNA), Team Upskilling & Capability Building, eLearning Development (Articulate & ZOHO Learn).
- **Strategic Advisory Training & Client Engagement** - Delivered tailored marketing consultancy trainings to US-based clients (small banks and energy utilities sector) to enhance online presence and lead generation through CRM.
- **Marketing & Sales Training** - Trained and mentored 25+ marketing and sales professionals, resulting in a 20% improvement in sales performance through capability enhancement and targeted coaching.
- **Compliance Training** - Delivered training on GDPR, CAN-SPAM, and EU compliance to ensure adherence to data privacy and marketing regulations across teams.

- **eLearning Content Development & LMS Management** - Designed and developed eLearning modules and instructional materials using best practices to enhance learner engagement and knowledge retention.

Working on tools like SEMRush, HubSpot, Salesforce Pardot, Zoho Learn, Articulate 360, LinkedIn, Canva & Photoshop.

## **Virtual Employee Private Limited - Teckvalley USA (Marketing Agency)**

### **Role: Team Lead - Internet Marketing Trainer | Sep 2023 to June 2024 (Contract Job)**

- **Training & Team Leadership** – Led a 20+ member digital marketing team with end-to-end oversight of project delivery. Designed and delivered regular training sessions, mentoring programs, and upskilling workshops to enhance team performance and client satisfaction.
- **L&D Program Management** – Conducted training needs analysis, developed role-specific competency frameworks, and built structured learning paths. Managed onboarding and continuous learning programs, ensuring team alignment with evolving digital marketing trends and tools.
- **Training Material Development & LMS** – Created interactive learning content using tools like Articulate Storyline, Canva, and Moodle. Developed SOPs, toolkits, and self-paced modules covering digital marketing fundamentals, client management, and campaign execution.
- **Sales & Soft Skills Training** – Designed and facilitated training on consultative selling, objection handling, and client communication tailored for digital marketing services. Delivered soft skills workshops on presentation, collaboration, and time management to enhance overall team effectiveness.
- **Digital Marketing Enablement** – Delivered hands-on training on SEO (on-page/off-page), Google Ads, social media strategy, CRM usage (e.g., HubSpot), and campaign analytics. Upskilled team members on platforms like SEMrush, Google Analytics, and ad managers across Facebook, LinkedIn, and Instagram.
- **Client Education & Strategic Consulting** – Conducted client-facing sessions to explain campaign metrics, platform strategies, and performance dashboards. Enabled internal teams to better handle client expectations and improve service delivery.
- **Compliance Training** - Delivered training on GDPR, CAN-SPAM, and EU compliance to ensure adherence to data privacy and marketing regulations across teams.

**Tools & Platforms** – Skilled in using aHref, SEMrush, HubSpot, Google Ads, GA4, Facebook/Instagram/LinkedIn ad tools, Canva, Photoshop, Articulate Storyline, Moodle & Mentimeter.

## **BrandMuscle USA - (Marketing Agency)**

### **Role: Digital Marketing Specialist | Feb 2022 to May 2023**

- **Learning & Development – Digital Marketing & Sales Training** Trained 35+ team members including US teammates on Tradedesk, SimpliFi, Meta - Facebook Ads, Google Ads, Programmatic Ads, JIRA, SCRUM, Agile technologies etc. Improved team productivity by 40% through structured digital marketing workshops, skills training, process training, quality training & new employee onboarding training, SAAS product training & customer training.
- **Campaign Creation** - Planning, Creating & Optimizing Campaigns on Google Search, Display, Social, YouTube, Pinterest, Tiktok & Facebook & other PPC Adverts for high end USA based Clients. Executed 25000+ campaigns in 1 year with a team of 25 members. **Worked with clients like Sony, Microsoft, Coca Cola, Allstate Insurance, American Family Insurance, Echo, US Cellular, Bobcat, General Electric Appliances** etc.

- **Campaign Quality Assurance & Optimization:** Led campaign QA and error resolution processes, reducing errors by 25% annually, while managing pacing and optimization to consistently achieve campaign goals.
- **Project Management & Team Management-** Use JIRA, Confluence, eLearning content development, knowledge management etc for projects and closing projects in time.
- **Soft Skills & Communication Training** – Delivered training on effective communication, active listening, presentation skills, emotional intelligence, conflict resolution, and time management.
- **Compliance Training** - Delivered training on GDPR, CAN-SPAM, and EU compliance to ensure adherence to data privacy and marketing regulations across teams.
- **eLearning Content Development** - Designed and developed eLearning modules and instructional materials using best practices to enhance learner engagement and knowledge retention.

Working on tools like HubSpot, Salesforce Pardot, TradeDesk, SimpliFi, Campaign Manager360, DCM, DV360, SA360, Google Analytics, Canva & Photoshop.

## CL Educate Limited - Career Launcher (EdTech)

**Role: Deputy Digital Marketing Manager | August 2021 to Jan 2022**

- **Marketing & Sales Training** - CRM Training to 40+ team members including Counsellor's, Marketing Automations Specialist, Campaign managers & operations staff. Employee upskilling, performance coaching, virtual training, engagement metrics, skills gap analysis, leadership pipeline, compliance training, talent development, knowledge transfer, knowledgebase development, eLearning content development. Instructional Design & Curriculum Development, Learning Management Systems (LMS) Administration, Competency Mapping & Skill Frameworks & Assessment & Evaluation etc.
- **Managing CRM** - Lead Management System **No Paper Forms / Meritto**, Lead Nurturing for Admission, Handling 50+ University Digital Campaigns, B2B Lead Digital Business, Email, SMS & WhatsApp Marketing, Marketing Automation Execution, Campaign Strategy Planning & Execution.
- **Marketing Automation** - Design Workflows & Templates in CRM.
- **Campaign Creation B2B-** Social Media Campaigns, Lead Generation, Google Adwords, Facebook Ads campaigns for Universities like **Amity University, TISS, BITS, NIIT Coforge, NIMS** etc.
- **Operational Optimization:** Enhancing campaign efficiency, automating workflows, and refining reporting structures.

Working on tools like No Paper Forms - Meritto CRM, Google Ads, Google Analytics, Meta Ads & Mailchimp, Brevo, TalentLMS, WizIQ, Zoom etc.

## ITS Dental College & Hospitals Greater Noida (University & Hospitals)

**Role: Social Media Manager | JAN 2020 to Feb 2021**

- Lead digital marketing for ITS Dental College, Hospitals, ITS Engineering College, ITS Surya Hospital & ITS Prime Clinics, boosting brand visibility.
- Grew organic traffic 35% via SEO (on/off-page, technical audits).
- Ran successful paid campaigns (Google Ads/Facebook Ads) for lead generation & admissions with 22% lower CPA.
- Created engaging content (blogs, graphics, videos) that increased social engagement 40%.
- Maintained 4.8+ star online reputation through active review management.
- Tracked performance via Google Analytics and optimized website/email campaigns.
- Coordinated digital strategies across multiple ITS Group institutions.
- Designed graphics (Canva/Photoshop) and curated posts for consistent branding across platforms.

- Managed No Paper Form CRM & paperless lead nurturing system for admissions.
- Executed digital campaigns for 2+ university colleges (SEO, email/SMS/WhatsApp marketing).
- Designed marketing automation workflows and email templates.

Working on tools like No Paper Forms - Meritto CRM, Google Ads, Google Analytics, Meta Ads & Mailchimp, Zoho sites, Zoho social, Zoho campaigns etc.

## **Deco Window–Jayanita Exports Pvt Limited (Home Furnishings B2B & B2C)**

**Role: Senior Associate – Web Sales Trainer | OCT 2018 to SEP 2019**

- **Sales Training** – Trained 10+ callers on effective communication, lead qualification, objection handling, and consultative selling to improve conversion rates.
- **eCommerce Order Processing** – Delivered hands-on training on managing and processing orders from company websites and eCommerce portals like Flipkart and Amazon, ensuring accuracy and timely fulfilment.
- **Upselling & Cross-selling** – Developed targeted modules on upselling and cross-selling strategies to increase average order value and drive repeat purchases.
- **Conducted training needs analysis (TNA)** to identify skill gaps and develop targeted learning solutions.
- **Developed sales playbooks, training materials,** and e-learning modules to support continuous learning.
- **Delivered workshops** on consultative selling, objection handling, upselling, and cross-selling techniques.

## **Sahiba Interior–Delhi Furniture Hub (Home Furnishings Retail + Manufacturing)**

**Role: Learning and Development Manager Retail & Manufacturing (B2B & B2B) | July 2015 to Oct 2018**

- **Hiring & Recruitment** – Led the end-to-end recruitment process for sales and operations roles, including crafting job descriptions, sourcing candidates, conducting interviews, and onboarding, resulting in a 30% reduction in vacancy time and improved team quality.
- **Conducted Training Needs Analysis (TNA)** to identify skill gaps and design targeted learning programs aligned with business goals, enhancing employee performance and development.
- **Retail Training (B2C)** – Designed and conducted targeted training programs for retail staff covering product knowledge, customer service excellence, sales techniques, and upselling/cross-selling strategies to enhance in-store (4 B2C showrooms) customer experience and drive sales growth.
- **Sales & Operations Training** - Trained 20+ sales & operations staff on Marketing & Sales best practices, CRM usage, product training and sales conversion techniques at showrooms / retail and B2B.
- **Behaviour & Soft Skills Training** – Conducted workshops to enhance communication, teamwork, emotional intelligence, time management, and professional etiquette, fostering a positive work culture and improved interpersonal effectiveness.
- **Furniture Manufacturing Training (B2B)** – **Developed** and delivered training programs focused on production processes, quality control, safety protocols, storage management, logistics and machinery operation to upskill manufacturing teams and ensure consistent product quality and workplace safety.
- **Knowledge Management** – Established and maintained a centralized knowledge base of sales materials, client case studies, and SOPs; facilitated regular knowledge-sharing sessions to ensure team alignment and quick onboarding of new hires.
- **Other Trainings:** Delivered compliance, technical, and employee onboarding training, including post-training follow-ups and assessments to ensure skill retention and regulatory adherence.

- **LMS Administration** - Oversaw complete LMS administration, including user management, course deployment, reporting, and issue resolution to ensure seamless learning experience and performance tracking.

## **Tacfab – Tacfab Fashions Pvt Limited (Fashion Retail + Manufacturing)**

**Role: Senior Executive - Ecommerce | July 2014 to June 2015**

- **Sales Management** – Oversaw sales operations across company website and multiple eCommerce portals (Snapdeal, Ebay, Craftsvilla), managing product listings, pricing strategies, and inventory synchronization to maximize revenue and reduce stockouts by 30%.
- **Website Management & Optimization** – Led website redesign on OpenCart platform focusing on UI/UX improvements; optimized product catalogue lifecycle including SEO-rich content, visual merchandising, and marketing collateral creation using Photoshop.
- **Marketing Campaigns (Online & Offline)** – Planned and executed integrated 360° marketing campaigns including social media, email marketing, and offline promotions, driving brand awareness and boosting lead generation.
- **Team Training & Leadership** – Trained and mentored a 5-member e-commerce team (listing managers, billing, logistics), developed SOPs for streamlined order processing, and fostered cross-functional collaboration between marketing, sales, and warehouse teams.

## **MGR Fruits Pvt Limited (FMCG Import + Export B2B & B2C)**

**Role: Training Manager | Jan 2013 to June 2014**

- Delivered comprehensive Learning & Development programs for the fruits FMCG sector, including **TNA, employee onboarding, and product knowledge workshops**.
- Created and managed industry-specific training content such as **e-learning modules, SOPs on handling, storage, and quality control**.
- Conducted **training evaluations**, gathered participant feedback, and implemented continuous improvement initiatives focused on operational excellence.
- Coordinated **compliance and certification training** aligned with **food safety standards** and regulatory requirements in the FMCG fruits industry.
- Facilitated **soft skills training** emphasizing leadership, communication, and teamwork to enhance workforce effectiveness in a fast-paced FMCG environment.

## **Certifications**

- **Certified Learning and Development Professional - CPLP by GSDC, USA 2025**
- **Certified Instructional Design Professional (Learning & Development) by KPMG India, 2025.**
- **Specialized in Human Resource Management from Macquarie University, Australia 2025.**
- **Train The Trainer Certified** by Complementary Therapist Accredited Association, UK 2025.
- **Career Coaching & Life Coaching Certified** by Transformation Academy Florida, USA 2023.
- **Certified professional in Human Resource Management** by Great Learning.
- **ChatGPT for Digital Marketing Certification 2023** through Alison
- **Lean Six Sigma Yellow Belt Certification** from Germany (Online) 2023
- **BrandMuscle Project Management certification 2022**
- **BrandMuscle Level -2 certification** in Search, Display & Social Campaigns 2022.
- **Certified Google Ads Paid Search and Google Ads Display** (Google Skill Shop) 2022
- **Certified Web Professional 2020** (GoDaddy Academy)
- **Certified CRM Automation 2020** (Hubspot Academy)
- **Certified Inbound Marketing 2020, Influencer Marketing & Frictionless Sales 2020** (Hubspot Academy)
- **Certified Email Marketing Specialist 2019** (Hubspot Academy)

- Certified **Advertising Manager (Vskills) 2013 by Government of India.**
- Certified **Search Engine Optimization (SEO) Professional (Vskills) 2015 by Government of India.**
- Certified in **Cyber Security (Basics) 2012 by Bharati Vidyapeeth University, Pune.**

## Achievements

- 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

- **Human Resource Management Specialization** from Macquarie University, Australia 2025.
- **M.B.A** (Marketing, HR & 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%

## Personal Dossier

- 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