



SARABESHWAR DOGUBARTHY

Dynamic digital marketer with 1.5+ years of experience driving 45% lead growth across 15+ B2B & B2C clients in industries like hospitality, textiles, education, retail, solar, and pet care. Skilled in SEO, social media marketing, paid ads, and analytics, crafting data-driven strategies that maximize brand visibility, engagement, and revenue growth.

Contact

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Education

1. PGDM - Marketing & HR

Rajalakshmi School Of Business-
Poonamale, Chennai, Tamilnadu 2020-2022

- Acquired in-depth knowledge of marketing strategies, consumer behavior, branding, and HR practices, including talent acquisition, employee relations, and organizational development.

2. B.COM - Bank Management

Gurunanak College -
Velachery, Chennai, Tamilnadu 2017-2020

- Gained in-depth knowledge of banking operations, risk management, and financial analysis. Completed hands-on internships, enhancing skills in client service and digital banking trends, effectively preparing me for a successful career in the banking sector.

Skill & Tools

- Meta Business Manager:** Manages Meta assets, permissions, and ad accounts in one centralized hub.
- Meta Ads Manager:** Creates and optimizes targeted ad campaigns on Facebook and Instagram.
- Meta Business Suite:** Schedules and analyzes cross-platform posts for Facebook and Instagram.
- Google Ads:** Designs, monitors, and optimizes PPC campaigns across Search, Display, and Video.
- Google Analytics:** Analyzes website traffic, user behavior, and conversion data for insights.

Experience

1. Business Development Manager- Marketing

-Vleafy Technologies Oct 2023- Present
-Nungambakkam, Chennai, Tamilnadu

- Conducted 50+ keyword research projects, optimized websites with technical SEO, local SEO, and on-page strategies, boosting rankings for brands in hospitality, textiles, education, restaurants, solar, and pet care (B2B & B2C).
- Managed Google Ads campaigns for education institutions and pet-related brands, improving conversion rates and optimizing ad spend for maximum ROI of 45% in both B2B & B2C sectors.
- Launched and optimized Meta Ads & Snapchat Ads, achieving a 200%+ ROAS for retail, education, textiles, and pet brands, driving high engagement and revenue growth.
- Created and published 500+ pieces of high-impact content for websites, blogs, and social media, aligning with client goals to enhance organic reach and customer engagement.
- Designed and executed targeted campaigns using Brevo & Mailchimp, increasing open rates, conversions, and customer retention for hospitality and textile businesses.
- Implemented automated WhatsApp workflows, improving customer interactions, response times, and engagement rates, leading to higher lead conversion.
- Partnered with 20+ clients, delivering tailored digital marketing solutions that drive measurable business growth and customer acquisition.
- Focused on optimizing ad budgets, reducing acquisition costs, and increasing profitability, ensuring sustainable revenue growth across industries.
- Developed compelling brand narratives and unique selling propositions (USP) for businesses across multiple industries, strengthening customer trust and loyalty.
- Crafted comprehensive digital marketing strategies, integrating SEO, paid ads, content, email, and automation to create a seamless growth framework for businesses.

- **Google Search Console:** Tracks website performance in search and resolves indexing issues.
- **Microsoft Clarity:** Provides session recordings and heatmaps to improve website UX.
- **Content Creation:** Crafting engaging, relevant, and SEO-optimized content for various digital platforms.
- **SEO and SEM:** Improving website visibility in search results through keyword optimization and paid search campaigns.
- **Data Analysis:** Interpreting data from tools like Google Analytics to make data-driven marketing decisions.
- **Social Media Marketing:** Developing and managing campaigns across social platforms to engage and grow audiences.
- **Email Marketing:** Designing targeted email campaigns to nurture leads and retain customers.
- **Team Handling:** Leading and motivating teams toward shared goals while fostering collaboration and growth.
- **Problem-Solving:** Analyzing challenges and developing effective solutions that align with business goals.
- **Client Relations:** Building trust and loyalty by understanding client needs and delivering exceptional service.

Languages

English,Hindi,Tamil,Telugu,French

Certification

- Successful Negotiation: Essential Strategies and Skills
University of Michigan ,Online
- Social Psychology
Wesleyn University,Online
- Business Analytics- HR
XLRI - VLSI
- Google Project Management
Google
- Small Business Marketing using LinkedIn
Coursera Project network

Projects

- Banking operations at HDFC bank limited
- Developing a company website with Wix
- Small Business Marketing using LinkedIn
- Google Ads for beginners

2. Talent Acquisition Executive

-Pride Technologies

July 2022 - Nov 2022

-Perungudi,Chennai,Tamilnadu

- Sourced, screened, interviewed, and onboarded top talent.
- Leveraged diverse channels & universities to build a strong candidate pool.
- Evaluated technical & cultural fit through phone & in-person interviews.
- Analyzed ATS data to optimize recruiting performance.
- Prepared competitive offers aligned with HR guidelines.
- Coordinated seamless transitions for new hires.
- Recruitment activities across universities.
- Performed thorough reference checks for all selected candidates.
- Cultivated partnerships with universities and professional networks.
- Contributed to recruitment policy development & database management.

3. Human Resource Cordinator,Internship

-Guardian link

Apr 2022 - June 2022

-Chennai,Tamil Nadu ,India

- Talent Acquisition Using job portal such as Naukri recruiters ,LinkedIn Jobpostings and Indeed Job posting.
- Having experience with HRMS Tools
- International Client Handling
- Data Base management

4. Marketing and Communication Internship

-Equites Bank Limited

Apr 2021 - Jun 2021

-Chennai, Tamil Nadu ,India

- Created and scheduled social media content across platforms (LinkedIn, Facebook, Instagram), boosting brand awareness and follower engagement by 25%
- Conducted market research on customer preferences and competitor offerings to identify growth opportunities and inform targeted campaign strategies.

5. Operations &Accounts Internship

-HDFC Bank limited

May 2019 - July 2019

-Chennai, Tamil Nadu ,India

- Supported daily banking operations, including account management, transaction processing, and customer inquiries, ensuring efficient and accurate service delivery.
- Assisted in the reconciliation of accounts by verifying transactions, identifying discrepancies, and preparing reports, which helped maintain data accuracy and regulatory compliance.

6.Education Assistant

-Aiesec International,

Dec 2018 - Jan 2019

-Colombo Srilanka

- Support lead teachers with lesson plans, classroom activities, and programs to keep students engaged and on track.
- Assist individual students or small groups with assignments and projects, fostering an inclusive learning environment.