

SARATH.A

PGDM – Marketing

professionalsarath@gmail.com

(+91) 9655146762

ACADEMIC QUALIFICATIONS

Degree / Examination	Institution	% / CGPA	Year
PGDM	Xavier Institute of Management and Entrepreneurship, Bangalore	5.35/8	2022
B.Com (financial system)	PSG College of arts and science, Coimbatore	74.8%	2017
Class XII, TN State Board	Amrita vidyalayam, Ettimadai, Coimbatore	85%	2014
Class X, TN State Board	Amrita vidyalayam, Ettimadai, Coimbatore	79%	2012

WORK EXPERIENCE

Avanexa Technologies (Mar'25 – Ongoing)	Digital Marketing Executive: A startup in the digital marketing space. - Conducted Website Audit for clients using tools like AHREF & Screening frog. - Conducted keyword research using Google keyword planner. - Identified and created a database of suitable classified sites for the process of link building. - Posted blog content on client's website. - Researched and created engaging content for client's social media handles such as Facebook, Instagram and Youtube. - Managed client's social media handles.
The Social Media Company Pvt.Ltd (Sep'23 – Apr'24) 7 months	Business Development Manager: A startup in the media space which owns You Tube channels. - Creation of Database of 150 potential clients in particular areas. - Engaged in Face to Face interactions with 100 plus clients. - Negotiated price and onboarded clients through regular follow up. - Generated a revenue of Rs 1,50,000. - Created a sales pipeline of Rs 3,50,000.

SUMMER INTERNSHIP

Arclyticz Pvt. Ltd (May'21 – Jul'21) 2 months	Sales and Business development: An Early stage startup which provides interactive dashboards to different size of business. - Developed and Implemented a Go to Market strategy for the company in USA market for their Saas products. - Conducted a Market research and Analysed the Competitors like People insights based on Pricing and Features. - Conducted a Market research through Survey for the Arclyticz Platform and approached 30 BI tool users. - Identified the problems faced by HR departments in USA hospitals. - Created contents for company's Posters, Flyers etc. - Created power point presentations, email templates and case study for Arclyticz HR products. - Created a Database of 300 Potential clients and Performed Cold Emailing.
--	--

AREAS OF INTEREST

Digital Marketing	Product Marketing	Technology	Consulting	Branding
--------------------------	--------------------------	-------------------	-------------------	-----------------