

SABARI RAAGAVAN

ACCOUNT MANAGER

Melbourne, Victoria | sabariraagavan@gmail.com | [Work Portfolio](#) | [LinkedIn](#)

SUMMARY

I'm a growth-driven account manager with a passion for impactful marketing. Experienced in fostering superior agency-client relationships, identifying trends and opportunities, and bringing data led campaigns to life on digital channels. Seeking an opportunity to leverage my skills and creative lens to drive client success.

PROFESSIONAL EXPERIENCE

Account Manager, ButterPaper Marketing	Jun 2021 - Jan 2023
<ul style="list-style-type: none">Managed the agency's largest client (IMBesharam.com), while leading a creative team of 6 to ensure client deliverables are exceeding industry standardsLed brand partnership with TTT on social media and achieved 48% increase in total interaction, 28% increase in post reach, and 15% increase in total impressions. As well as 1 million + views on consecutive reels for IMBesharamOversaw digital landscape research to ensure paid media efforts align with the budgets and objectives of each account I was in charge ofCollaborated internally with CEO to lead successful pitches for clients (Shervani Hotels, GATHER, One Rare, IMBesharam, Guilde, Stand We Speak)Shouldered account ownership by acting as the PoC for all brand partnership proposals in both digital and traditional channelsRepresented clients in developing partnerships with influencers and location sponsors by drafting contracts with detailed scope of workIndividually drafted and sent out a monthly newsletter for Community Arts Network to ~ 700 subscribersLed all briefs for the accounts I was in charge for and provided final approval on strategic plans	
Content Writer, White Lotus Digital	Jun 2019 - Oct 2020
<ul style="list-style-type: none">Led content writing on digital platforms for all the clients in the agency's rosterSEO optimised writing for websites and blogs, regulated by client's inputs and market researchWrite technical material for product related informational articlesDraft brand communications for Social Media ORM activities ensuring alignment with tone of voice	
Founder and Content Lead, SeventyThree Marketing	Apr 2017 - May 2019
<ul style="list-style-type: none">Spearhead social media marketing campaigns for 5 small businesses focused on increasing brand consideration and awarenessLed community building and engagement for all brands across multiple digital channelsDesigned website wireframes and content structure for clients keeping in mind industry specific keywords and jargonLed successful pitches for clients in the agency (Waffle Bay, Essensuals, 24K Salon, Aroma's Resto)	

SKILLS

Client Success Digital Marketing	Organic and Paid community building Brand Strategy	Copywriting Stakeholder Management
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EDUCATION

Master of Marketing RMIT University, Melbourne Pursuing	Bachelor of Commerce (General) Loyola College, Chennai June 2017 - May 2020
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INTERESTS

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| <ul style="list-style-type: none">Soccer (Lifelong fan of Manchester United)Blogging | <ul style="list-style-type: none">HikingCulture |
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