

# SABARI RAAGAVAN

## ACCOUNT MANAGER

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### SUMMARY

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Account Manager with experience managing a \$200k+ annualised client portfolio across content-led growth, personal branding, and digital strategy. Proven at onboarding and scaling retainer accounts, translating business objectives into actionable marketing plans, and acting as a strategic partner to founders and senior stakeholders in fast-paced agency environments.

### PROFESSIONAL EXPERIENCE

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#### Account Manager, Social Star Marketing - Melbourne, Australia

Sep 2024 - Ongoing

- Manage a portfolio of 12 retainer accounts with a combined value of \$17,200 in monthly recurring revenue (~\$206,400 annualised), ensuring account health, delivery quality, and long-term retention.
- Pitched and onboarded 6 new retainer accounts, generating \$7,400 in additional monthly recurring revenue within a single review period.
- Concurrently lead one-off and project-based engagements ranging from \$4,000-\$7,000 per month, balancing short-term delivery with ongoing retainer commitments.
- Own end-to-end account management across onboarding, strategy development, execution oversight, and performance optimisation, acting as the primary strategic and commercial point of contact.
- Design and execute structured onboarding frameworks covering business objectives, audience definition, content strategy, channel prioritisation, KPIs, and delivery cadence, accelerating time-to-value for new clients.
- Collaborate cross-functionally with writers, designers, editors, and paid media specialists to brief, review, and refine deliverables, ensuring strategic alignment and consistency in brand voice.
- Lead client reporting and review sessions, translating platform metrics into commercial insights, optimisation recommendations, and upsell opportunities.

#### Account Manager, ButterPaper Marketing - Delhi, India

Jun 2021 - Jan 2023

- Oversaw a direct portfolio of 8 client accounts that ranged between Medium sized domestic businesses and well established global brands
- Managed the agency's largest client (IMBesharam.com), while leading a creative team of 6 to ensure client deliverables are exceeding industry standards
- Led 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 IMBesharam
- Oversaw digital landscape research to ensure paid media efforts align with the budgets and objectives of each account I was in charge of
- Collaborated with CEO to lead successful new client pitches (Shervani Hotels, GATHER, One Rare, IMBesharam, Guilte, Stand We Speak)
- Shouldered account ownership by acting as the sole PoC for all brand partnership proposals in both digital and traditional channels
- Represented clients in developing partnerships with influencers and location sponsors by drafting contracts with detailed SoW's

#### Content Writer, White Lotus Digital - Chennai, India

Jun 2019 - Oct 2020

- Led content writing on digital platforms for all the clients in the agency's roster
- SEO optimised writing for websites and blogs, regulated by client's inputs and market research
- Draft brand communications for Social Media ORM activities ensuring alignment with tone of voice

#### Founder and Content Lead, SeventyThree Marketing - Chennai, India

Apr 2017 - May 2019

- Spearhead social media marketing campaigns for 5 small businesses focused on increasing brand consideration and awareness
- Led community building and engagement for all brands across multiple digital channels
- Designed website wireframes and content structure for clients keeping in mind industry specific keywords and high intent search terms
- Led successful pitches for clients in the agency (Waffle Bay, Essensuals, 24K Salon, Aroma's Resto)