

Sneha Raghunath

Marketing strategist and account manager for B2B telecom, tech and enterprise brands. Builds go-to-market strategy and positioning from customer research, and grows client portfolios through retention and upsell.

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EXPERIENCE

DEC 2025 - PRESENT

Planned career break

Parental leave. Returning to full-time remote work.

NOV 2024 - DEC 2025

Account Manager *at* Base Coat Marketing

Remote

Managed a portfolio of 15–20 US-based accounts with \$100K+ in monthly paid media spend, sustaining \$30K–\$50K in monthly retainer revenue with churn below the 3% target.

Ran voice-of-customer research to identify service gaps, driving package upgrades in more than 50% of accounts and raising average retainers by 65%.

Turned client feedback and performance data into creative briefs across paid media, SEO and content teams, generating 100+ organic leads within 90 days.

Scaled Google Ads and reduced Meta Ads cost per lead to industry benchmarks.

AUG 2021 - NOV 2024

Account Manager & Marketing Strategist *at* Verta Marketing

Toronto, Canada · Executive Assistant, Dec 2020 – Aug 2021

Directed the full go-to-market strategy for a B2B satellite internet provider competing with Starlink, developing competitive positioning and global content campaigns with C-suite stakeholders.

Served as primary contact and lead strategist for 7–10 high-value enterprise accounts, including a TSX-listed private equity firm and a global fitness chain.

Drove a 30% increase in online sign-ups for a major residential telecom provider through an integrated multichannel strategy.

Led cross-functional teams across web, social, paid media and content, and partnered with government stakeholders on a national broadband connectivity initiative.

MAR 2017 - JUN 2017

Event Marketer *at* Dubai World Trade Centre

Dubai, UAE

Led marketing communications and B2B audience outreach for the Dubai International Horse Fair and Vision X Optometry Show, building event brand kits and refining speaker materials.

MAR 2013 - MAR 2016

Marketing Coordinator *at* Sirius Advertising

Dubai, UAE

Ran brand activations and in-store marketing for global technology brands including BlackBerry, Toshiba and Acer, supporting retail sales and visibility.

CORE COMPETENCIES

GO-TO-MARKET

- COMPETITIVE ANALYSIS
- GTM STRATEGY
- MARKET RESEARCH
- MESSAGING
- PRODUCT POSITIONING
- VOICE OF THE CUSTOMER

ACCOUNT GROWTH

- ACCOUNT MANAGEMENT
- CLIENT RETENTION
- EXECUTIVE COMMUNICATION
- STAKEHOLDER MANAGEMENT
- UPSELLING

CAMPAIGNS

- CONTENT MARKETING
- CREATIVE BRIEFING
- PAID MEDIA (META, GOOGLE ADS, LSA)
- PERFORMANCE REPORTING
- SEO & SEM

TOOLS

CRM & EMAIL

GoHighLevel, HubSpot, Mailchimp

CONTENT & SOCIAL

Canva, Figma, Hootsuite, Shopify, Sprout Social, WordPress

PAID, SEARCH & ANALYTICS

Ahrefs, Google Ads, Google Analytics 4, Meta Ads Manager, SEMrush

WORK & AI

Asana, ChatGPT, Claude, ClickUp, Gemini, Google Workspace, Monday.com, Slack, Veo

EDUCATION

LONDON, CANADA

Fanshawe College

Post-Graduate Diploma, Project Management2019

Post-Graduate Diploma, Marketing Management2018

DUBAI, UAE

Heriot-Watt University

Bachelor of Arts, Accountancy & Finance2015