

Account Manager

PORTFOLIO

BY SIDDHARTH PATIL

SOCIAL MEDIA STRATEGIST - CAMPAIGN MANAGER - ACCOUNT MANAGER

# *introducing your next* **ACCOUNT MANAGER**

I am an experienced Account Manager and Social Media Manager with over 5 years of expertise in handling clients across e-commerce, fintech, travel, and automobile sectors. I specialise in organic social media, account management, and Digital campaign, consistently delivering impactful and engaging results.

As a creative professional with a passion for food and a knack for humor, I bring a fresh, fun approach to crafting Digital campaigns that not only engage clients customer and achieve set KPIs.





# PROJECT 01: MADISON & MAYFAIR

**Madison & Mayfair** is an international homeware brand, blending the luxury of London's Mayfair with the vibrant style of New York's Madison Avenue. Featured in seasonal concept stores across the UK, it delivers stylish, affordable homeware that turns houses into homes.

As the Account Manager for Madison & Mayfair, I drive the brand's overall business growth through strategic digital and social media initiatives. My role includes managing sales performance, optimising campaigns, and collaborating with cross-functional teams to achieve monthly KPIs. By leveraging data-driven insights and creative strategies, I ensure the brand consistently reaches its goals while delivering an engaging online presence.



<https://bit.ly/MadisonandMayfair>



MADISON & Mayfair  
New York Style • London Luxury

# PERFORMANCE OVERVIEW



As an Account Manager, I consistently drove year-over-year growth for Madison & Mayfair by launching targeted sales campaigns based on customer behavior insights from Google Analytics.

I effectively managed ad spends while maintaining steady ROAS growth and collaborated closely with the team to enhance brand awareness and expand market share.



# PROJECT 02: PHOTO FRAMES & ART

**Photo Frames & Art** is a UK-based brand specialising in handcrafted photo frames and artwork. Each piece is carefully crafted by skilled artisans and signed by its maker, ensuring high quality and attention to detail. The brand regularly updates its collections with stylish and on-trend designs, helping customers enhance their homes with elegant and personalised décor.

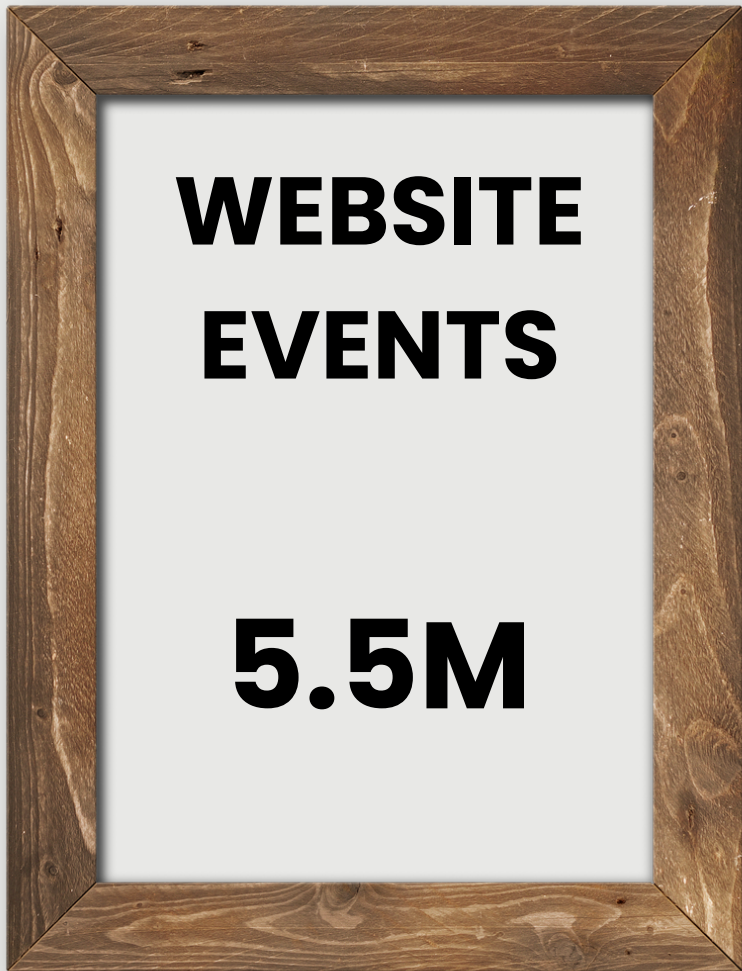
As the Account Manager for Photo Frames & Art, my focus on data-driven strategies and creative execution helped elevate the brand's presence and deliver measurable results across digital platforms. I successfully managed steady ROAS growth while collaborating with teams to boost brand awareness and expand market share.



<https://photoframesandart.com/>



# PERFORMANCE OVERVIEW



As the Account Manager for Photo Frames & Art, I managed month-to-month communications, driving business growth and boosting conversions. I collaborated with the team to oversee email marketing, paid social, and digital strategies, consistently meeting KPIs.

By focusing on targeted campaigns and strategic planning, I helped position Photo Frames & Art as a recognised household name across the UK. My role involved aligning brand messaging and digital efforts to increase visibility and customer engagement.

\*The data presented is a year-on-year comparison between January to August 2023 and January to August 2024.

# PROJECT 03: MATTIOLI WOODS

**Mattioli Woods** is a leading UK-based wealth management and employee benefits provider, offering personalised financial planning, pensions, and investment services. The firm specialises in helping individuals and businesses manage and grow their wealth with tailored solutions. Their client-centric approach combines expert advice with a focus on long-term relationships, ensuring clients achieve their financial goals.

As an Account Manager for Mattioli Woods, I oversaw regular website maintenance, ensuring optimal performance and seamless user experience. My role focused on maintaining site functionality, troubleshooting issues, and working closely with the team to ensure the website met the company's evolving needs.





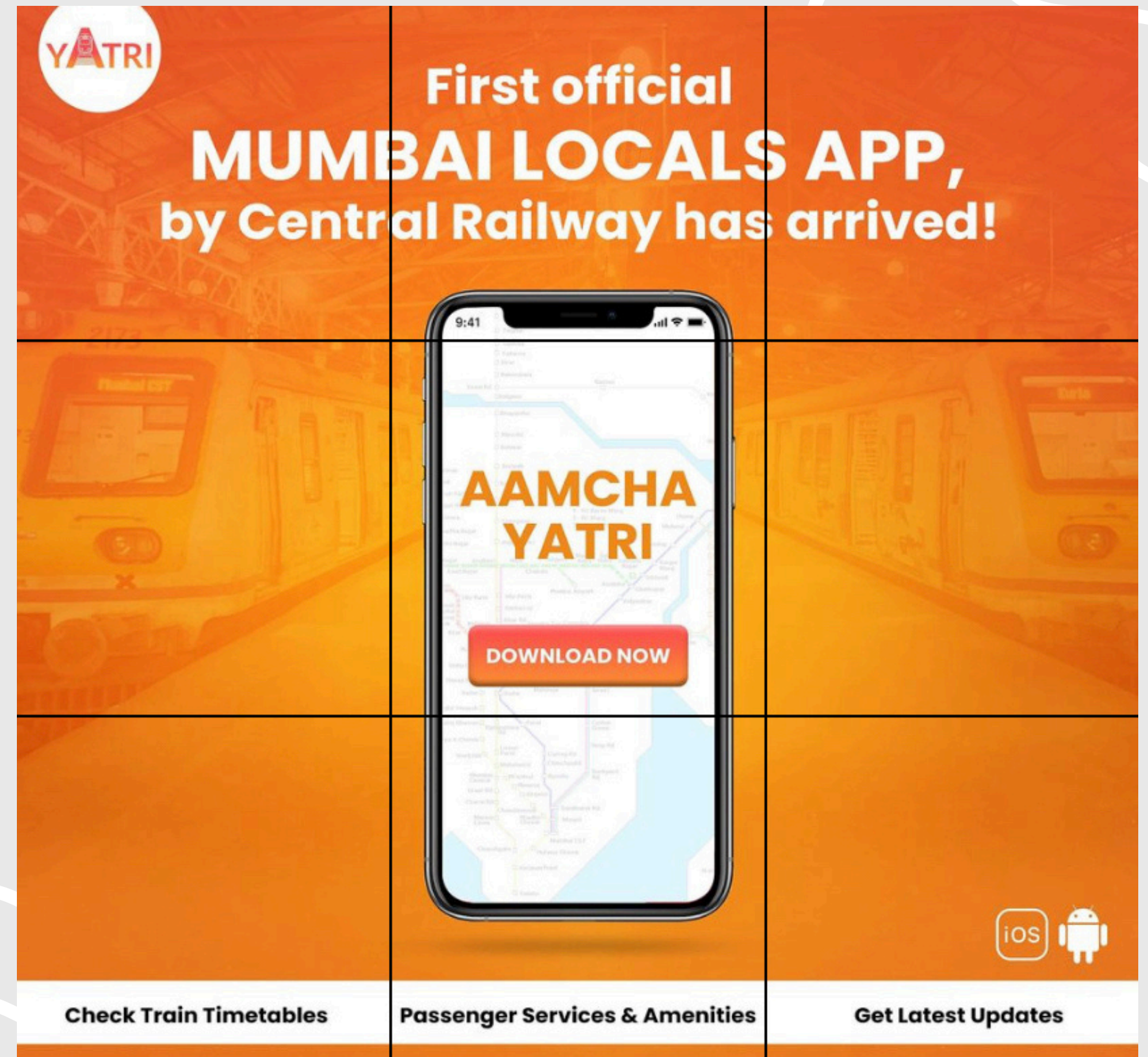
# PROJECT 04: **YATRI** APP

The word 'Yatri' means Traveller in the Hindi language. Yatri is the name given to an app introduced by the Central Railways, Mumbai for its daily commuters. The app provided live train timing, station services & amenities, and platform updates to local train travellers focusing on providing them with a hassle-free daily commute.

I was the Project Manager for Yatri and my responsibilities included a brand launch campaign, social media management, paid advertisement to build overall brand awareness and establish Yatri as industry leader.



@yatri.railways



**Image:** Grid Post to kick start the launch campaign with a campaign called **#AAMCHAYAtri** which means **Our App**.



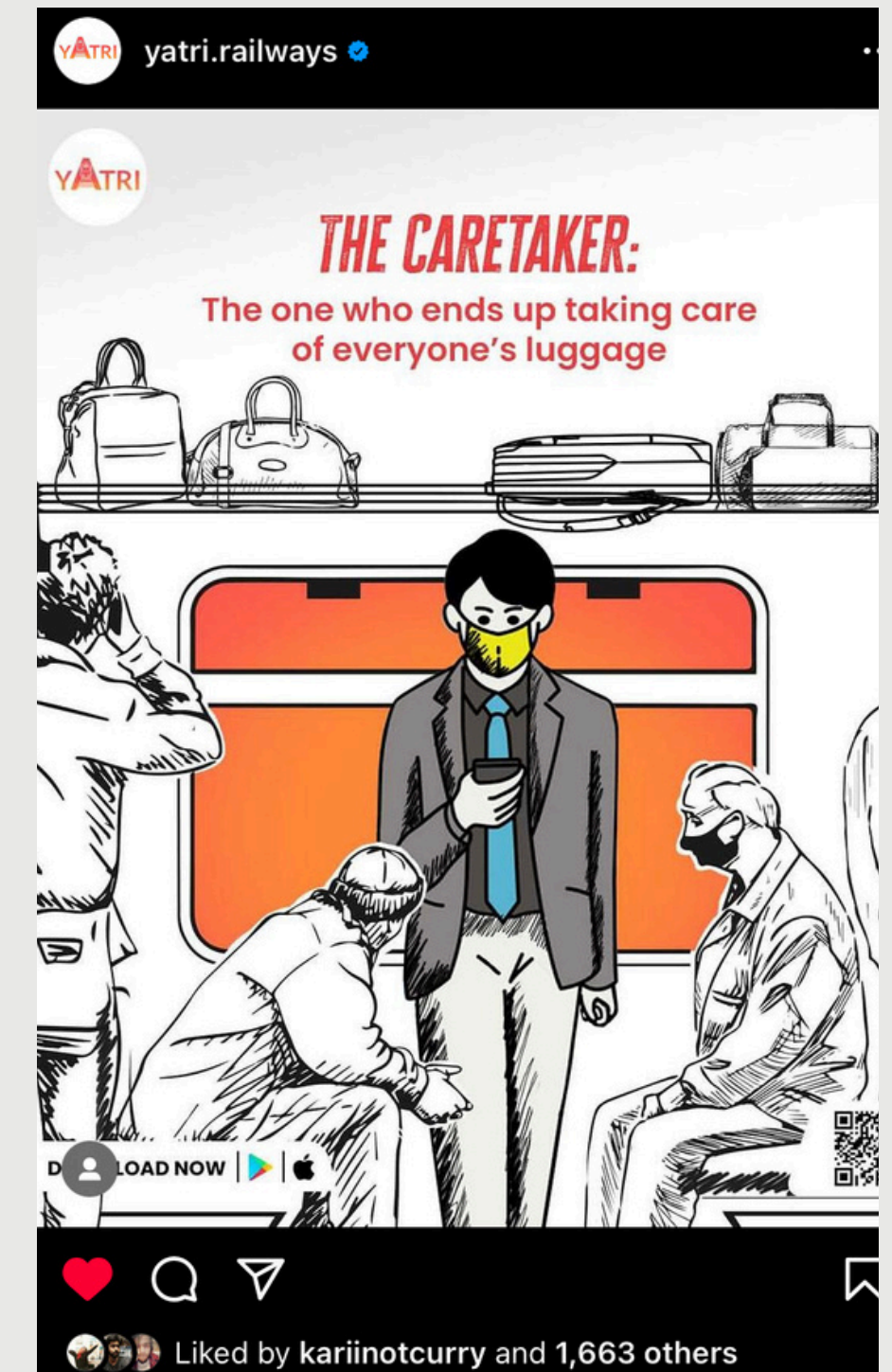
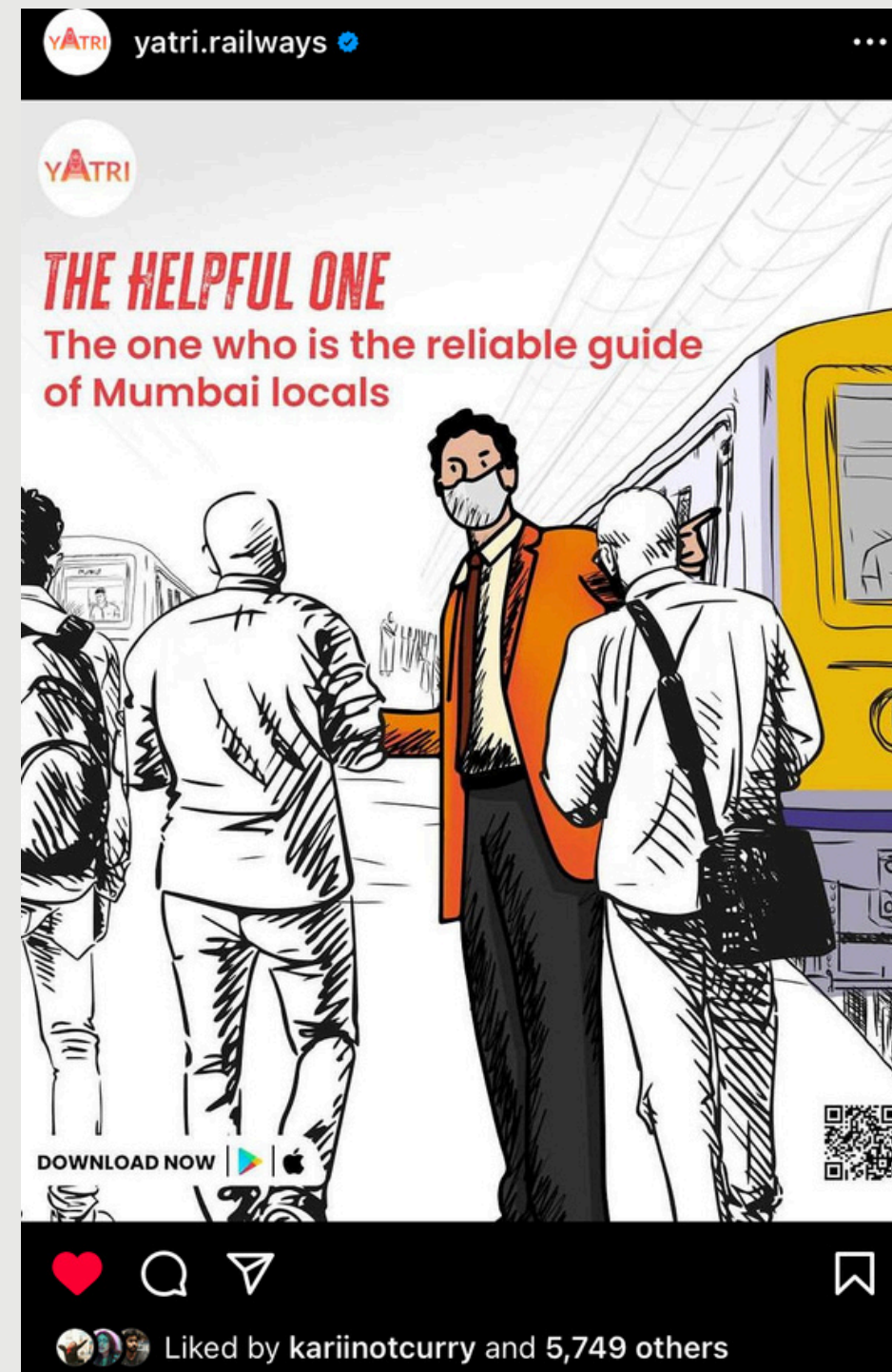
# CAMPAIGN 1: #TYPESOFYATRI

#TypesOfYatri. – 1st Campaign posts the launch of the Yatri App.

The highlights of this campaign included the types of travel companions and partners with which commuters shared their daily train travel. We successfully built our target audience by interacting with them with humour.

Metrics of the #TypesOfYatri

- Number of Posts: 4
- Organic Engagement: +15,000
- Organic Impression: 96,000
- Organic Followers gained: +350





## CAMPAIGN 2: #BEREADYWITHYATRI

**#BeReadyWithYatri** was our Influencer Campaign where we targeted Mumbai's local Nano and Micro-influencers.

The main focus of the campaign was to create smart content that clearly highlights the necessity of the Yatri App in one's day-to-day commute.

The created content spanned across genres right from **comedy & emotional to informative and artistic.**

The campaign exploded to a massive level and was a smashing success. The campaign statistics are as follows:

- Total impressions were **1.2 Million**
- Reached a total of **618K unique accounts.**
- Total engagement of **7,47,600**





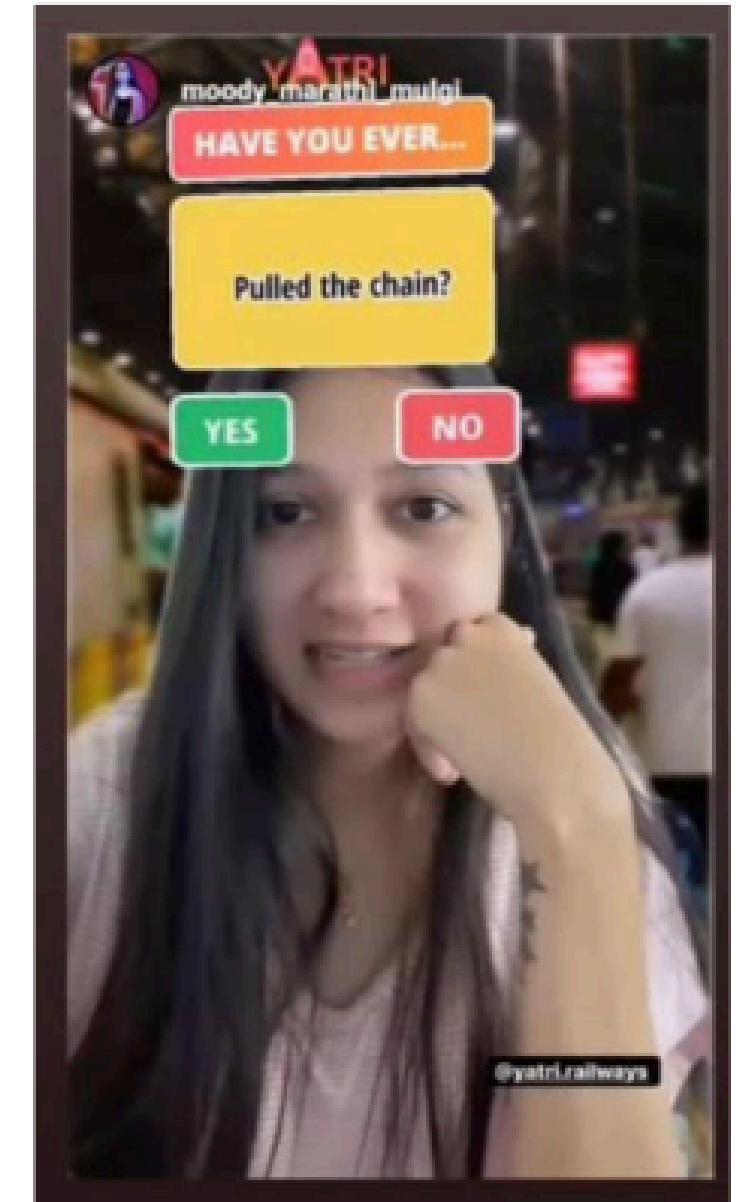
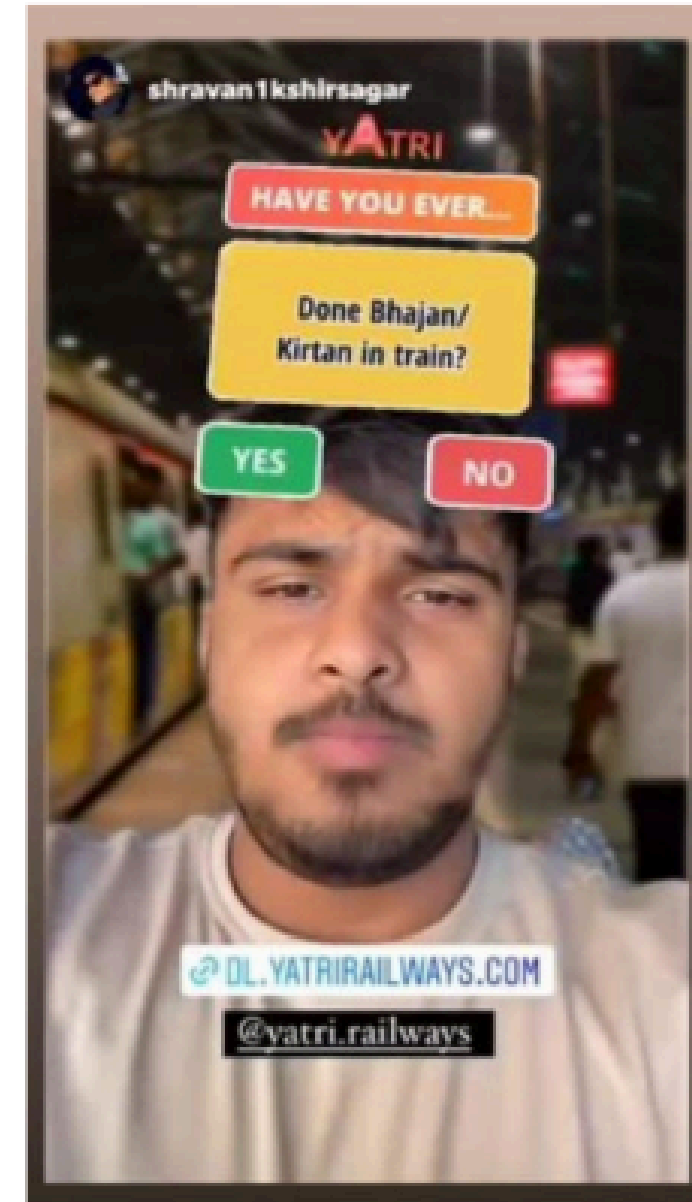
We specially designed an AR Filter around the Yatri App that invited travellers to play a fun game based on train travel. The Yatri app achieved more than its set goal with increased engagement from influencers across various genres in this AR filter campaign.

#### Metrics of #BeReadyWithYatri Campaign

- Page followers: **↑ 2X**
- Profile visits **↑ 427%**
- Brand Awareness: **109%**

The campaign was picked up by Social Media Dissect which is a valued marketing review social media channel in India.

## AR promotion by influencers



# PROJECT 05: 9UNICORNS

I was assigned as a **Project Manager** for 9 Unicorns, an early-stage start-up with a vision to create more Indian unicorns. My responsibilities included organic social media management, brand recognition, and creative campaign.

9 Unicorn is a platform that helps up-and-coming Indian entrepreneurs to find the right funding which takes their businesses to the next level.



@9unicorns\_Vc



# CAMPAIGN 1: STARTUP DICTIONARY

The startup world is exciting and growing but it is also filled with jargon practically making it challenging for a layman to understand how the ecosystem works.

The “Startup Dictionary” campaign contained simplified words of the jargon and terms used in the startup world, making it easy for the layman to understand its operations. A weekly campaign with 1 term introduced every week.

## Metrics of the Startup Dictionary Campaign

Organic Engagement: **+500**

Organic reach: **5K+**

Organic Followers: **12% +**

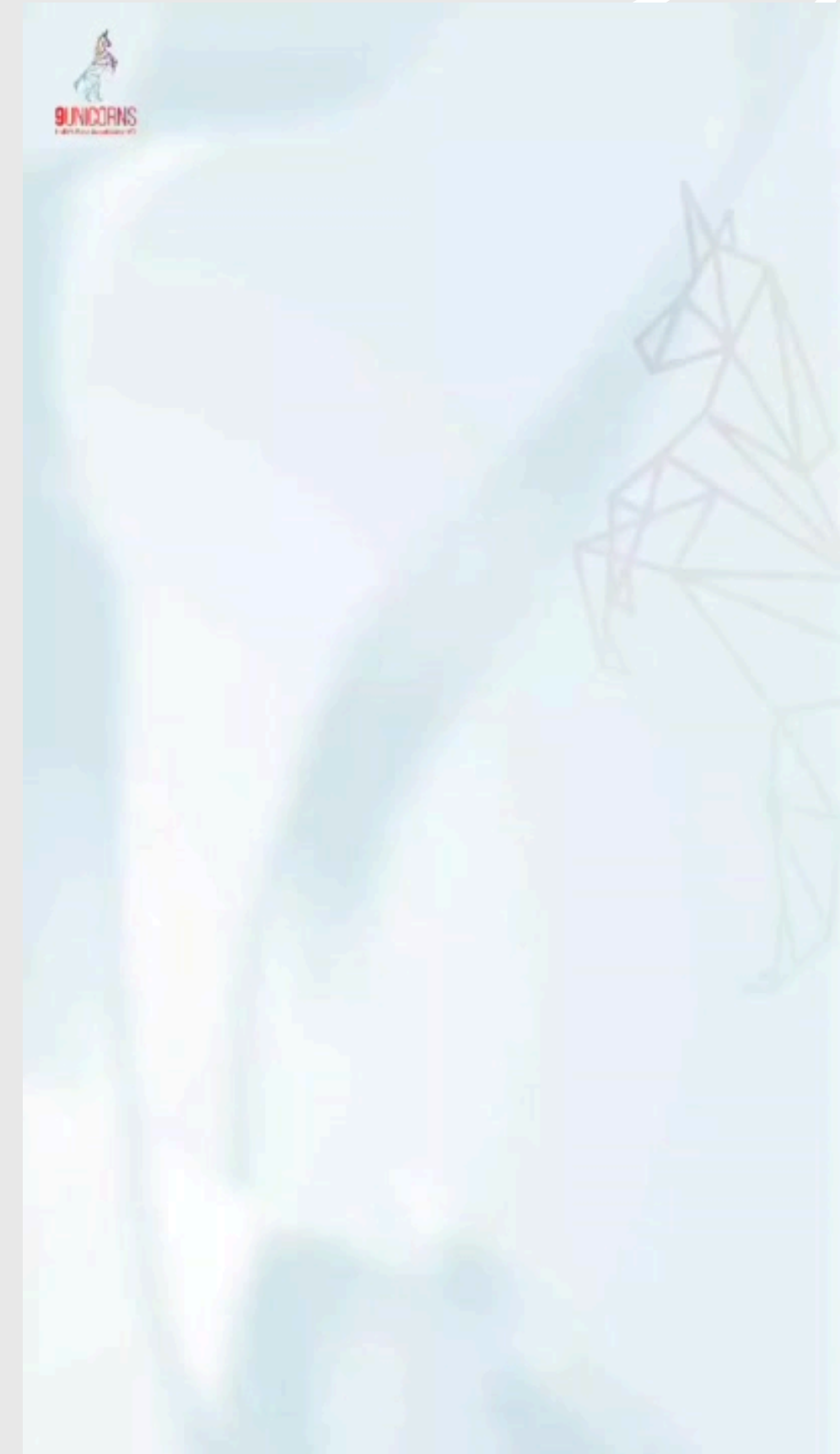


# CAMPAIGN 2: FROM IDEA TO UNICORN

**#FromIdeaToUnicorn** campaign showcases the journey of Indian entrepreneurs who made it from an Idea to a billion-dollar business. 9Unicorns showcased reels of these companies were s on a weekly as well monthly basis. The campaign focused on 9Unicorn encouraging and motivating aspiring entrepreneurs to succeed with their business ideas.

## Metrics of the #FromIdeaToUnicorn

- Organic followers gained: **200+**
- Organic Engagement: **5000**
- Organic Reach: **100K**





# PROJECT 06: BMW NAVNIT MOTORS

BMW Navnit Motors is the first-ever BMW showroom in Mumbai.

One of India's premier luxury car dealers & the first to introduce the brilliance of BMW to India.

BMW Navnit Motors came to us for Social Media Management, seasonal car promotion, and festival promotion.

I was the project manager and social media strategist for BMW Navnit Motors. I was responsible for their social media management, seasonal car promotion, and festival promotion



@bmwnavnitmotorsmumbai

# CAMPAIGN 1: FESTIVAL POST

Amongst the numerous festivals in India, Navratri is the festival of Goddess Durga. The BMW post for Navratri incorporated the BMW logo in a transaction with Goddess Durga Bindi (Spotted dot).

The post was received as it reached a **100K unique account**

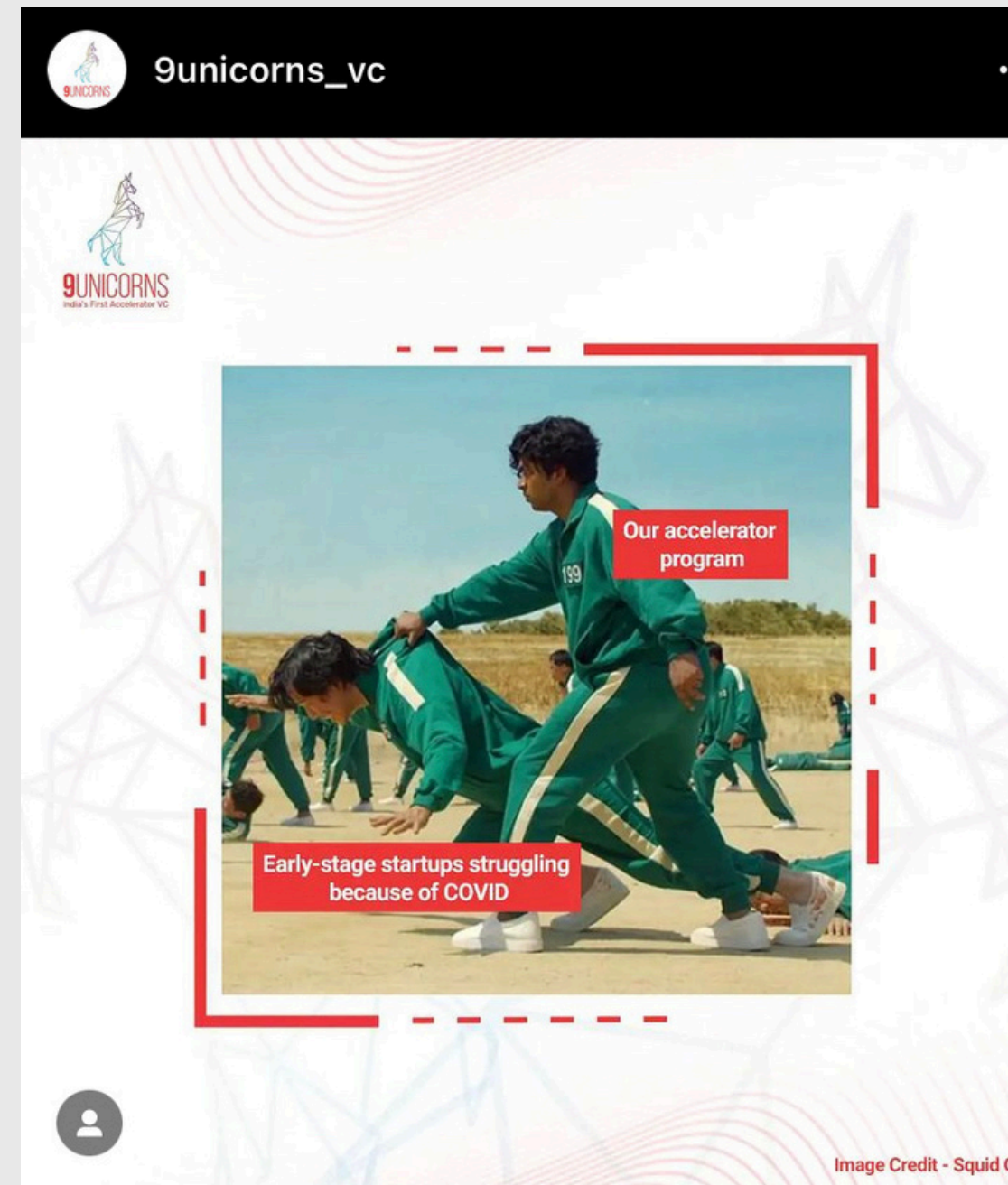




# NOTABLE POST

As a project manager and social media strategist, I was responsible to come up with Adhoc creative post ideas for moments that are trending on social media.

Our task was to connect those trending audio, or templates with our brands. Here are a couple of examples of creative moment/trending marketing posts I did for the brands I was handling.



*Let's create magic*  
**TOGETHER**



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