

SUMEET PATEL

Account Manager - Client Serving

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SUMMARY

Strategic and results-oriented Account Manager – Client Servicing professional with 2+ years of experience in digital marketing, real estate branding, and account management. Proven expertise in client retention, account growth, and cross-functional team leadership across 360° campaigns. Adept in budget management, KPI tracking, and aligning creative execution with business goals. Thrive in high-pressure agency environments, balancing creativity with performance. Proficient in tools such as Google Ads, Facebook Ads Manager, and Meta Business Suite.

PROFESSIONAL EXPERIENCE

INSOMNIACS

JAN 2025 - JUNE 2025

Account Manager (Client Servicing)

- Managed digital marketing and client servicing for leading real estate brands including Ajmera Realty, Chandak Group, and Ajmera Marina across 8+ integrated campaigns (digital, print, and BTL).
- Led strategy presentations, campaign planning, and content calendar execution while ensuring brand consistency and timely deliveries across teams.
- Coordinated with internal departments including creative, tech, media, and performance to drive cross-channel marketing outcomes.
- Successfully launched and optimized paid campaigns for Chandak Highscape City, reducing CPL and improving lead quality.
- Built strong client relationships through consistent communication, feedback management, and weekly strategic reviews.
- Enhanced skills in real estate marketing, performance marketing, and project workflow management.
- Gained hands-on experience in leading client briefs, aligning business goals with creative execution, and presenting campaign performance.

HOUSE OF ABHINANDAN LODHA

JAN 2023 - SEPT 2023

Sourcing Manager

- Onboarded and handled over 200+ channel partners across Sourcing and Closures verticals, supporting large-scale real estate sales.
- Led a team of 7 executives for lead generation, client follow-ups, and nurturing prospects through closure.
- Closed 9 property bookings for the flagship project “Code Name: A Alibaug,” directly contributing to revenue generation.
- Conducted property walkthroughs, client meetings, and pitch presentations to drive buyer engagement and partner conversions.
- Supported market research and competitor analysis to enhance business development efforts.
- Strengthened expertise in channel partner management, real estate sales, CRM operations, and high-value client engagement.

EDUCATION

MASTER'S IN BUSINESS

ADMINISTRATION (MBA)

Specialization: Marketing

Kohinoor Management School, 2022

POST GRADUATE PROGRAM IN

DIGITAL MARKETING (PGPDM)

Specialization: Digital Marketing

Indian Institute of Digital Education, 2024

SOFT SKILLS

- Relationship Management
- Communication
- Time Management
- Problem Solving
- Presentation
- Team Leadership
- Client Coordination

TECHNICAL SKILLS

- LeadSquared
- Google Sheets
- Slack
- Microsoft Teams
- Mailchimp
- Bizz compass
- HubSpot

CERTIFICATION

- Meta Certified Digital Marketing Associate
- Fundamentals of Retention Marketing with WebEngage