

# The senior CSM your agency needs *isn't on a job board.*

Two tiers, one vetting bar. We headhunt senior LATAM CSMs and project managers from operators currently employed at other agencies. We also place junior CSMs, executive assistants, and junior project managers from a vetted active bench. Agency-trained. EST overlap. C1+ English. Every candidate.

**\$3,000**

JUNIOR PLACEMENT

**\$6,000**

SENIOR SEARCH

**14 to 21 days**

3 VETTED CANDIDATES

**\$45K+**

YEAR-ONE SAVINGS

# The public talent pool is the pool every other agency has *already declined.*

01

**200 applications. 3 worth a conversation.**

Public boards have become unworkable for agency owners doing real volume. The signal arrives buried under a week of mass applications.

02

**Generalist recruiters do not speak agency.**

They deliver enterprise SaaS resumes against agency briefs. The vocabulary mismatches and the work product never lands the way the brief intended.

03

**The hire leaves within ninety days.**

Active job seekers leave for the next active offer. The hire that consumed six weeks of your time is gone before the first reporting cycle closes.

04

**Sourcing, screening, interviewing.**

The hours rarely make it onto a P&L, and they almost always exceed what a placement fee would have cost.

# Three steps. You handle *only the part that matters.*

# 1

## A fifteen-minute intake.

We ask the questions, draft the role brief, and submit it for your approval. You do not write a job description.

// You don't write a JD

# 2

## We headhunt.

The first vetted profile arrives within seven days, sourced from operators currently employed at agencies in your vertical.

// First profile in 7 days

# 3

## You interview and choose.

Three vetted candidates within twenty-one days. If none are a fit, the search continues at no additional cost.

// Don't like any? We keep searching.

# They already understand *your stack*.

// COLD EMAIL

Smartlead  
Instantly  
Apollo  
Clay  
Bison  
Lemlist

// PAID ADS

Meta Ads  
Google Ads  
TikTok Ads  
Looker Studio  
Triple Whale

// SEO

Ahrefs  
SEMrush  
Surfer  
Screaming Frog  
GSC

// GENERAL OPS

Slack  
Notion  
ClickUp  
Loom  
HubSpot  
GoHighLevel

C1+ English · Agency-trained · EST overlap · Every candidate, without exception.

# What the senior CSM actually *owns on day thirty.*

## Cold Email

// where retention is the product

- + Manages campaign performance and the weekly client cadence
- + Runs monthly QBRs on reply rate and pipeline impact
- + Monitors deliverability and surfaces inbox issues
- + Owns churn prevention: signals, intervention, save plays

## Paid Ads

// where the report has to mean something

- + Runs ad account performance calls without a media buyer
- + Presents ROAS, CAC, and creative test results
- + Coordinates with media buyers on next-test priorities
- + Handles client escalations on spend issues, same day

## SEO

// where rankings move slow

- + Runs the monthly reporting cadence on rankings + traffic
- + Manages content delivery timelines across writers
- + Translates algorithm shifts into a plan clients sign off on
- + Retains clients through the slow months

## SMMA

// the seat that holds the operation together

- + Coordinates multi-channel reporting across paid, email, creative
- + Manages 15 to 20 active accounts at varying retainer tiers
- + Cross-functional coordination across strategy, creative, media
- + The one name on the client contact card when things break

# Two motions. *One vetting bar.*

// SENIOR SEARCH

## Vela - Senior Search

Passive headhunting from operators currently employed at other agencies in your vertical.

ROLES	Senior CSM, Senior PM
SOURCING	Passive (currently employed)
WINDOW	First profile in 7 days, three in 21
REPLACEMENT	90-day window
TOTAL	\$6,000
STRUCTURE	\$1,000 deposit + \$5,000 on hire

// JUNIOR PLACEMENT

## Vela - Junior

Active sourcing from a vetted LATAM bench, interviewed to the same operator-led standard.

ROLES	Junior CSM, EA, Junior PM
SOURCING	Active (vetted bench)
WINDOW	First profile in 7 days, three in 14
REPLACEMENT	60-day window
TOTAL	\$3,000
STRUCTURE	\$1,000 deposit + \$2,000 on hire

Same operator-led working call. Same agency-context bar. Different sourcing motion, different price.

# Three seats below senior. *All vetted the same way.*

## Junior CSM

// the second hire after the senior

- + Owns 4 to 8 client accounts under a senior CSM
- + Runs the weekly client cadence, prepares reporting
- + Drafts QBR decks and surfaces issues to the senior
- + Has run agency client work in your vertical tools

## Executive Assistant

// the seat that gives you back ten hours

- + Manages the founder's inbox, calendar, and meeting prep
- + Books travel, screens inbound requests, drafts comms
- + Runs light project coordination across leadership
- + EST overlap, C1+ English, agency context familiar

## Junior Project Manager

// keeps the agency on schedule

- + Owns project timelines across 8 to 12 engagements
- + Runs the weekly internal status and client status update
- + Coordinates handoffs across strategy, creative, media
- + Tracks deliverables, deadlines, and scope creep

# Everything required. *Nothing surplus.*

// SENIOR

**\$6,000**

\$1,000 + \$5,000

21 days · 90-day replacement

// JUNIOR

**\$3,000**

\$1,000 + \$2,000

14 days · 60-day replacement

## + Operator-led vetting

Every candidate interviewed on a working call. Not a screening form.

## + Custom role brief

Drafted from your intake call. You approve rather than author.

## + Salary benchmarking

What the role pays in Medellin, Buenos Aires, Mexico City, and Bogota.

## + Replacement guarantee

90 days for senior, 60 days for junior. No additional fee.

## + 7-day first-profile target

The first vetted candidate is typically in your inbox within seven days.

## + Contract and payment walkthrough

Contractor agreement plus guided setup of Deel, Wise, or Payoneer.

# The placement fee returns its cost *by week six.*

// US CSM + US RECRUITER

Annual salary	\$70,000
Recruiter fee (15-25%)	\$12K to \$17K
Year-one total	\$82K to \$87K

**\$82K+**

// LATAM CSM + VELA

**YOUR OPTION**

Annual contractor rate	\$30,000
Placement fee (flat)	\$6,000
Year-one total	\$36,000

**\$36K**

// YEAR-ONE SAVINGS

Salary delta	\$40,000
Fee delta	\$6K to \$11K
Time to hire	3 weeks faster

**+\$45K**

# We hold *a strict view* on fit.

## // BUILT FOR

- ✓ Agencies past the founder-led account management phase
- ✓ Owners hiring senior CSM or PM #1, #2, or #3 (a real seat, not a VA)
- ✓ Teams that already know what good client management looks like
- ✓ Operators who would rather pay for one right hire than rerun a search
- ✓ Anyone tired of LinkedIn applicants who have never run a QBR

## // NOT FOR

- ✗ SaaS, ecommerce, or product companies
- ✗ Pre-revenue or pre-product-market-fit teams
- ✗ Owners optimizing for the cheapest possible hire
- ✗ Anyone who wants a stack of job-board applicants
- ✗ Roles that need US time zone presence past 6pm EST

# Not a recruiter. *An operator.*

## Jonathan Garces

Founder, agency operator since 2018

WORKED ACROSS	NYC, Miami, LATAM
AGENCY TYPES	Enterprise to SMB
CLIENTS MANAGED	200+
CSMS TRAINED	30+
LATAM HIRES MADE	40+
BASED IN	Medellin, CO
LANGUAGES	EN · ES (native)

Born and raised in Miami. Lived in New York. Eight years inside agencies in both cities, the kind of education that cannot be substituted.

NYC shops with enterprise brands; one was acquired. Miami performance teams running hundreds of accounts. Cold email and lead-gen shops, full-service shops, niche specialist teams.

I have trained CSMS from zero into seniors who own multi-million-dollar books. I have built customer success and strategy teams from the ground up, hired across LATAM at every level, and learned which traits actually predict who stays and who churns.

Vela is the motion to reach the operators who are not on Indeed, not on LinkedIn Jobs, and not replying to recruiters.

— START A SEARCH

# Your next senior or junior hire is already working *at another agency.*

One thousand dollars to begin either search. Three vetted candidates within fourteen to twenty-one days. Senior placement at \$5,000 on hire, junior at \$2,000 on hire. Replacement guarantee included on both tiers.

**BOOK INTAKE CALL**

// Eight active searches per month. When the calendar is full, it is full.

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Medellin · Miami · New York