

## Key Account Management

Forward-thinking professional with substantial experience in sales, customer success, and strategic partnerships management. Well-versed in identifying and capitalizing on growth opportunities, optimizing client satisfaction, and streamlining processes to enhance overall account efficiency. Demonstrated ability to collaborate cross-functionally and lead high-performing teams, contributing to achievement of organizational objectives. Strong analytical and communication skills, coupled with deep understanding of market trends and customer needs. Known for delivering exceptional value to key accounts and driving sustainable business growth.

## Areas of Expertise

- ◆ Sales & Marketing Management
- ◆ Revenue Growth Strategies
- ◆ Strategic Business Planning
- ◆ Change Management
- ◆ Project Management
- ◆ Event Planning & Execution
- ◆ Crisis Management
- ◆ Budgeting & Forecasting
- ◆ Client Relationship Development
- ◆ Team Building & Leadership
- ◆ Stakeholder Engagement
- ◆ Product Management

## Professional Experience

### Myriad360, New York, NY

2017 – 2023

#### Senior Account Manager

Crafted and reviewed data points to deliver actionable insights based on Salesforce and partner portals to both clients and team members. Designed and led training for existing, junior, and new team members. Contributed as core member of company's Rock team, spearheading organizational change by enhancing tools and processes with C-Suite. Advanced transactional purchases through effective upselling strategies.

- Achieved record-breaking sales consistently by coordinating BOM development with engineering teams, facilitating deal registration, pricing, and product availability discussions between manufacturer partners and distributors, and generating tailored quotes/proposals for client RFPs.
- Expanded client and partner relationships to boost spending, negotiate costs, and enhance margins.
- Promoted to Senior Account Manager in July 2019 from role of Account Manager for outstanding service delivery.

### The Conference Board, New York, NY Manager, Executive Networks - Councils

2016 – 2017

Managed industry-leading benchmarking projects by coordinating with external stakeholders and internal resources. Analyzed client engagement analytics to boost participation, identify opportunities, drive renewals, and enhance cross-functional sales. Executed comprehensive event management, covering venue sourcing, logistics, content development, and reporting. Presented detailed reports to clients on industry best practices.

- Attained promotion from Council Manager to Manager, Executive Programs in August 2016.
- Oversaw multiple executive networks, representing 100+ Fortune 500 companies and engaging over 300 members.
- Headed project forecasts and P&L responsibilities, achieving over 30% under budget by end of 2016.
- Served as committee member on cross-functional task force, contributing to enhancement of divisional and overall company strategy.

**Client Relations Manager & Operational Specialist**

Managed client relations and accounts for 100+ clients, organized and executed C-level executive events, improved business processes by training new staff, updating WordPress website, and overseeing Salesforce implementation, and coordinated brand presence at industry conferences. Implemented strategic marketing initiatives for C-level executives and coordinated nationwide events to enhance industry relations and boost brand awareness. Led multiple iterations of company website redesign to align with evolving organizational needs and facilitated successful contract closures by coordinating between internal and external shared service teams.

- Elevated from Operations Specialist to Client Relations Manager in May 2013.
- Navigated vendor relationships to accomplish objectives in product development and client relations.

**Additional Experience**

**Managing Partner**, 1 Event Plan

**Research Associate**, Mystery Shopping Division, GfK Custom Research North America

**Education**

**Bachelor of Arts in Economics, Minor: Business Management**

Stony Brook University, Stony Brook, NY

**Licenses & Certifications**

Hubspot Sales Management 2024-2026

Hubspot Inbound Marketing 2023-2025, 2016-2018

Hubspot Frictionless Sales 2023-2025

**Technical Proficiencies**

Adobe Acrobat | Cisco Teams | Concur | Connectwise | DataTel | Evernote | Google Docs | Groupwise | HipChat | iCal | JIRA | Lotus Notes | MailChimp | Microsoft Office Suite | PeopleSoft | Power BI | Qualtrics | Quickbooks | Salesforce | Skype | Slack | Sugar CRM | SurveyMonkey | Tableau | Trello | WordPress | 8x8 | Operating Systems: Windows 11 | Mac OS Sonoma