Reese King

**Account Manager**

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LinkedIn | Portfolio

Account manager with seven years of experience supporting client retention and revenue growth in tech and digital marketing sectors. Excels in identifying upsell opportunities, solving client challenges, and aligning services with business goals. Delivers high-impact service that builds loyalty and results.

# PROFESSIONAL EXPERIENCE

## Account Manager

*Modio Digital Agency | Seattle, WA | March 2020 - Present*

Manage 30+ active accounts generating $3.9 million in annual revenue with a 97% client satisfaction rating

Increased renewals by 26% after launching a quarterly client review program focused on outcomes and campaign alignment

Collaborate with media, creative, and analytics teams to deliver tailored strategies that improved ROAS by 42%

## Client Success Associate

*TeraLogic Systems | Bellevue, WA | June 2016 - February 2020*

Supported onboarding and lifecycle success for SaaS clients, contributing to a 33% increase in product adoption

Identified at-risk accounts and reduced churn by 18% through proactive outreach and custom implementation plans

Created monthly performance decks and business review templates now used across the account services team

# EDUCATION

## Bachelor of Science (B.S.) Business Administration

University of Washington, Seattle, WA

| May 2016

# KEY SKILLS

Account retention - Expert Client needs analysis - Proficient CRM tracking - Competent Revenue expansion - Amateur Strategic planning - Beginner



# CERTIFICATIONS

## Certiied Account Manager (CAM)

Strategic Account Management Association | 2021

## Salesforce Certiied Administrator

Salesforce | 2020