



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

CERTIFICATIONS

Certified Account Manager (CAM)

Strategic Account Management Association | 2021

Salesforce Certified Administrator

Salesforce | 2020

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