



REESE KING

Account Manager

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LinkedIn | Portfolio

Account manager with over seven years of experience managing client portfolios across SaaS and marketing industries. Skilled in retention strategy, upselling, and cross-functional collaboration. Known for building long-term partnerships and driving account expansion.

Professional Experience

Account Manager *Tactica Media | Seattle, WA | April 2019 - Present*

- Manage 40+ active client accounts totaling \$5M in annual revenue, maintaining a 92% retention rate
- Increased upsell volume by 29% through strategic check-ins and service package customization
- Collaborated with internal product and design teams to deliver tailored marketing campaigns to client specs

Client Success Associate *Nexgen Software | Bellevue, WA | June 2016 - March 2019*

- Reduced churn by 18% year-over-year by improving onboarding and follow-up workflows
- Built custom performance dashboards for enterprise clients, improving data clarity and satisfaction scores
- Supported account team in meeting quarterly growth goals, contributing to \$1.2M ARR growth

Education

Bachelor of Science (B.S.) in Communications

University of Washington | Seattle, WA | May 2016

Key Skills

- Client relationship management
- Cross-team coordination
- Forecasting and renewal planning
- Key account expansion
- Salesforce CRM

Certifications

Certified Account Manager (CAM)

2021

HubSpot Client Management Certification

2022