

[First Last Name]

[City, Country] | [email@domain.com] | [+00 000 000 0000] | [LinkedIn URL]

PROFESSIONAL SUMMARY

Results-driven [Key Account Manager] with [X]+ years of experience managing strategic accounts, driving revenue growth, and strengthening long-term client partnerships in the [industry/sector]. Proven track record of exceeding sales targets, leading cross-functional initiatives, and delivering tailored solutions to complex client challenges. Adept at contract negotiation, stakeholder management, and data-driven account planning to maximize customer lifetime value and retention. Recognized for building trust-based relationships and translating client needs into actionable commercial opportunities.

PROFESSIONAL EXPERIENCE

[Senior Key Account Manager] | [Company Name]

[Month Year] – Present | [City, Country]

- Owned a portfolio of [X] strategic accounts generating approximately [\$X.XM] in annual revenue, delivering [XX%] year-over-year growth through upselling, cross-selling, and proactive pipeline management.
- Developed and executed account plans aligned with client business objectives, coordinating with [Sales Operations/Marketing/Product/Customer Success] to launch [X] tailored initiatives that improved account retention by [XX%].
- Led quarterly business reviews (QBRs) with senior client stakeholders, using CRM and BI tools such as [Salesforce/Tableau/Power BI] to present performance insights, identify risks, and secure multi-year contract renewals worth [\$X.XM].

[Key Account Manager] | [Previous Company Name]

[Month Year] – [Month Year] | [City, Country]

- Managed end-to-end relationship for [X–Y] key accounts in the [FMCG/Technology/Industrial/etc.] segment, consistently achieving [XX–XXX%] of quarterly sales targets and contributing to [X%] of total regional revenue.
- Negotiated pricing, service levels, and contract terms with procurement and C-level stakeholders, improving average deal margin by [X%] while maintaining high customer satisfaction scores ([X.X/5 or NPS +XX]).
- Implemented structured account reporting using [Salesforce/HubSpot/Zoho CRM] and Excel dashboards, improving forecast accuracy by [X%] and enabling earlier identification of churn risk and expansion opportunities.

EDUCATION

[Bachelor of Business Administration (BBA), Major in Marketing] | [University Name]

[Month Year] – [Month Year] | [City, Country]

- Relevant coursework: [Sales Management], [Strategic Marketing], [Customer Relationship Management], [Business Analytics].
- Activities: [Member, Sales & Marketing Club] | [Participated in national-level case competitions focusing on go-to-market and key account strategies].

SKILLS

- Account & Sales Management:** [Key account planning], [Strategic selling], [Pipeline management], [Territory planning], [Forecasting].
- Client Relationship & Negotiation:** [Stakeholder management], [Contract negotiation], [QBR facilitation], [Executive presentations], [Conflict resolution].
- Commercial & Analytical:** [Revenue analysis], [Pricing strategies], [Margin optimization], [Sales performance dashboards], [Business case development].
- Tools & Technologies:** [Salesforce CRM], [HubSpot CRM], [Microsoft Excel (advanced)], [PowerPoint], [Power BI/Tableau], [ERP or Order Management Systems].

- **Industry Knowledge:** [B2B sales], [Channel management], [Distributor/retailer management], [RFP/RFQ processes], [Service-level agreements (SLAs)].
- **Soft Skills:** [Communication], [Consultative selling], [Influencing without authority], [Time management], [Problem-solving], [Cross-functional collaboration].

SELECTED PROJECTS & ACHIEVEMENTS

- Led a strategic account growth initiative for [Key Client Name], identifying underpenetrated product lines and launching a targeted cross-sell campaign that increased annual revenue by [XX%] within [12] months.
- Designed and rolled out a standardized account review framework across [region/team], integrating data from [CRM/BI tools] and reducing account review preparation time by [X%] while improving visibility for senior leadership.
- Collaborated with [Product/Operations] to customize a solution for a high-priority client in the [industry], resulting in a [\$X.XM], [multi-year] contract and positioning the company as a preferred strategic partner.