

# Alayia Mcclamroch

Customer Account Manager

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## EDUCATION

**Bachelor of Business Administration in Customer Relationship Management at University of Oregon, Eugene, OR**

Sep 2017 - May 2021

Relevant Coursework: Customer Relationship Management, Marketing Strategy, Sales Management, Consumer Behavior, Market Research, Business Analytics, Digital Marketing, Organizational Behavior, and Business Communication.

## LINKS

[linkedin.com/in/alayiamcclamroch](https://www.linkedin.com/in/alayiamcclamroch)

## SKILLS

Salesforce proficiency

Zendesk expertise

Microsoft Dynamics CRM

HubSpot mastery

Zoho CRM knowledge

Freshdesk fluency

Pipedrive adeptness

## LANGUAGES

English

Indonesian

## PROFILE

Results-oriented Customer Account Manager with 2 years of experience in cultivating strong client relationships and maintaining exceptional customer satisfaction. Adept at managing multiple accounts, identifying customer needs, and developing tailored solutions. Proven track record of driving revenue growth and retention, with a strong focus on maximizing customer lifetime value.

## EMPLOYMENT HISTORY

### ● Customer Account Manager at Microsoft Corporation, OR

Feb 2023 - Present

- Successfully increased account revenue by 35% within a year, through strategic cross-selling and upselling of Microsoft products and services to existing clients, resulting in an additional \$1.5 million in sales.
- Effectively managed a portfolio of over 100 client accounts, achieving a 98% customer satisfaction rate by providing timely resolution of issues, personalized support, and fostering strong relationships with key stakeholders.
- Implemented data-driven account management strategies that led to a 25% increase in client retention rates, resulting in the renewal of contracts worth over \$3 million in annual recurring revenue for the company.

### ● Associate Customer Account Manager at Salesforce Inc., OR

Sep 2021 - Dec 2022

- Successfully increased customer retention rate by 35% within the first year of managing accounts, resulting in a significant boost in revenue for Salesforce Inc. in the Oregon region.
- Developed and implemented strategic account plans for 50+ clients, leading to a 25% increase in upselling opportunities and contributing to a 15% growth in overall sales for the Oregon territory.
- Streamlined the onboarding process for new customers, reducing the average time to fully onboard and train clients from 6 weeks to 3 weeks, which enhanced client satisfaction rates by 20%.

## CERTIFICATES

### Certified Customer Experience Professional (CCXP)

Apr 2022

### Salesforce Certified Administrator

Sep 2020

## MEMBERSHIPS

1. Customer Success Association (CSA)

2. Customer Experience Professionals Association (CXPA)