

# MICHAELINA HIRASAWA

Account Manager

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## PROFILE

Dynamic Account Manager with 2 years of experience in managing and growing client relationships, driving revenue growth, and enhancing customer satisfaction. Adept at identifying client needs and delivering tailored solutions, while effectively collaborating with cross-functional teams to achieve goals. Proven track record in building strong business relationships, maintaining high client retention rates, and consistently exceeding sales targets. Excellent communication, negotiation, and problem-solving skills contribute to a client-focused approach and a results-driven mindset.

## LINKS

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

## SKILLS

Salesforce proficiency

HubSpot expertise

Negotiation techniques

Client relationship-building

Financial forecasting

Cross-functional collaboration

Market analysis

## LANGUAGES

English

Mandarin

## EMPLOYMENT HISTORY

### Account Manager at Arizona Business Systems, AZ

Feb 2023 - Present

- Grew the key client portfolio by 45% within two years, resulting in an additional \$1.2 million in annual revenue for Arizona Business Systems, AZ.
- Developed and implemented a new account management strategy that increased client retention rate by 30%, leading to a 20% increase in overall customer satisfaction.
- Successfully negotiated a major contract renewal with a top-tier client, securing a 10% price increase and a three-year extension, generating over \$500,000 in additional revenue for the company.

### Associate Account Manager at Sunstate Equipment, AZ

Sep 2021 - Dec 2022

- Successfully increased account sales by 25% in the first year, resulting in over \$500,000 in additional revenue for Sunstate Equipment, AZ.
- Managed and retained a portfolio of over 50 key clients, contributing to a 90% customer retention rate during the tenure at Sunstate Equipment, AZ.
- Implemented new client onboarding processes that reduced account setup time by 30%, leading to faster service delivery and improved customer satisfaction.

## EDUCATION

### Bachelor of Business Administration in Marketing and Sales at Arizona State University, Tempe, AZ

Sep 2016 - May 2021

Relevant Coursework: Marketing Principles and Strategies, Consumer Behavior, Sales Management, Digital Marketing, Market Research and Analytics, Advertising and Promotion, Brand Management, and Customer Relationship Management.

## CERTIFICATES

### Certified Strategic Account Manager (CSAM)

Jan 2022

### Key Account Management Professional Certification (KAMPC)

Feb 2020

## MEMBERSHIPS

Association for Financial Professionals (AFP)

American Marketing Association (AMA)