Adelaide Oyelaran-Whitcombe

Account Director

Chicago, IL · adelaide.oyelaranwhitcombe@example.com · (341) 555-0104 · LinkedIn

SUMMARY

Account director with 10 years in agency and software client services. Leads a 6-client portfolio worth $9.4M a year with a team of 5, renewed 100% of clients in the last 2 years, and doubled a flat software account to $1.8M in 18 months.

EXPERIENCE

Account Director — Fenwick Lane Agency

Chicago, IL · Apr 2022 – Present

- Lead 6 retail and consumer clients worth $9.4M a year, about a third of agency revenue, with 5 account managers.
- Saved the agency's largest client after notice of termination, renewing for 12 months and adding a $600K social scope.
- Raised average account margin from 18% to 26% by trimming low-value reporting and renegotiating scope at 4 renewals.
- Ran 24 quarterly business reviews a year, leading to 9 new projects with existing clients.

Senior Account Manager — Brightloop Software

Evanston, IL · Jun 2018 – Mar 2022

- Grew a flat software account from $900K to $1.8M a year in 18 months through an onboarding pilot.
- Managed 14 mid-market accounts with 96% gross revenue retention over 3 years.
- Built account plans for 14 clients in Salesforce, improving forecast accuracy to within 5%.

SKILLS

Client leadership: Executive relationships, account planning, quarterly business reviews

Commercial: Renewals, negotiation, pricing, scope and margin management, forecasting

Team: Coaching account managers, cross-team alignment, hiring

Tools: Salesforce, HubSpot, Gainsight, Excel, Google Workspace

CERTIFICATIONS

Strategic Account Management Association (SAMA) Certificate

EDUCATION

B.A. Communications, University of Illinois Urbana-Champaign, 2014

Fictional example by FindAJobAI: the person, employers and numbers are invented.