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Kayla Gray

Subscription Account Manager

ABOUT ME

Subscription account manager with four years of growing SaaS renewals and upsells. Proficient in churn analysis, renewal campaigns, and usage optimization. Raised renewal rates from 82% to 95% while driving 20% upsell revenue.

PROFESSIONAL EXPERIENCE

Subscription Account Manager | SaaSify, Portland, OR
May 2018 – Present

- Manage 150 subscription accounts worth \$6 M ARR
- Execute renewal campaigns, lifting renewal rates to 95%
- Identify upsell opportunities, contributing 20% incremental revenue

Customer Success Associate | SaaSify, Portland, OR
July 2016 – April 2018

- Conducted usage reviews, reducing churn by 15% through adoption plans
- Built automated renewal reminders, improving on-time renewals by 30%
- Provided support for billing and licensing inquiries, maintaining 98% satisfaction

CERTIFICATIONS

- Customer Success Manager Certified (CSMC) , SuccessCOACHING, February 2017

CONTACT

 (123) 456-7890

 email@example.com

 Portland, OR

 LinkedIn | Portfolio

KEY SKILLS

- Renewal campaign management
- Churn reduction
- Upsell identification
- Usage analysis
- Process automation

EDUCATION

- Bachelor of Science in Management Information Systems
Portland State University
Portland, OR | May 2016