



PRIYA RAMAN

- Account manager with seven years owning mid-market SaaS books in the \$2M to \$4M range. Strong on renewal forecasting, executive QBRs, and partnering with CS to flag risk before it hits the pipeline. Comfortable selling into operations and finance buyers.

PROFESSIONAL EXPERIENCE

- **Senior Account Manager, Brightline Logistics Software, Charlotte, NC**
April 2021 – Present
 - Manage a book of 47 mid-market accounts generating \$3.6M in ARR; renewed 94% of contracts due in 2023 and expanded 22 of them.
 - Closed a \$410K multi-year expansion with a regional 3PL after spotting unused API entitlements during a quarterly review.
 - Run monthly pipeline reviews with the VP of Sales and submit clean Salesforce forecasts within a few percentage points of actuals.
 - Built a churn-risk scorecard with CS that flagged five at-risk logos a quarter early enough to save three.
- **Account Manager, Northcove Analytics, Raleigh, NC**
February 2018 – March 2021
 - Carried a \$1.9M renewal quota across roughly 60 SMB and mid-market customers in retail and CPG.
 - Grew net retention from the mid-90s into the low 110s over two fiscal years by leading structured upsell plays.
 - Partnered with product on a feedback loop that turned six customer requests into shipped features.
 - Trained two new AMs on discovery and MEDDIC question sequencing during onboarding.
- **Account Coordinator, Northcove Analytics, Raleigh, NC**
March 2017 – August 2018
 - Supported three senior AMs on QBR prep, usage reporting, and renewal paperwork for 120+ accounts.
 - Cleaned up Salesforce hygiene on the East team, closing out 300+ stale opportunities in the first quarter.
 - Pulled weekly usage dashboards in Looker that became the standard QBR template.

CONTACT

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EDUCATION

B.S. Business Administration
Marketing concentration, University of
North Carolina at Charlotte
August 2017

KEY SKILLS

- Salesforce, Gainsight, Outreach, Looker
- Renewal forecasting and pipeline hygiene
- QBR facilitation and executive presentations
- MEDDIC and value-based selling
- Contract negotiation and order form redlines
- Churn risk analysis