

Rich Varona

Plymouth, MI

| rich.varona@gmail.com | [linkedin.com/in/rich-varona-897954246](https://www.linkedin.com/in/rich-varona-897954246)

Executive Professional Summary

Enterprise Account Manager and Senior Account Executive with 10+ years of success driving revenue growth, customer retention, and digital marketing performance across SMB and enterprise clients. Proven history of achieving 95%+ renewal rates, delivering 10–15% QoQ revenue growth, reducing CPL by up to 30%, managing portfolios of 150+ accounts, and overseeing \$5M+ monthly pipelines.

Career Highlights

- Maintained 95%+ client renewal rates through strategic account management.
- Generated 10–15% quarter-over-quarter revenue growth.
- Reduced Cost per Lead by up to 30% through optimization.
- Managed 150+ client accounts and executive stakeholder relationships.
- Oversaw \$5M+ monthly mortgage pipeline.
- Exceeded sales quota by 74% at United Road Services.

Core Competencies

Enterprise Account Management • Customer Success • Consultative Sales • LinkedIn Marketing Solutions • Digital Marketing • Revenue Growth • Salesforce CRM • Pipeline Management • Executive Business Reviews • Cross-functional Leadership