

Rich Varona

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EXECUTIVE BRANDING

Enterprise Account Manager | Customer Success | Strategic Account Executive

Revenue growth leader with 10+ years helping SMB and enterprise clients maximize business outcomes through consultative selling, digital marketing strategy, and executive relationship management. Track record of 95%+ client retention, 10–15% QoQ revenue growth, 30% CPL reductions, management of 150+ accounts, and oversight of \$5M+ monthly pipelines.

CORE COMPETENCIES

Enterprise Account Management • Customer Success • Strategic Accounts • Consultative Sales • Revenue Growth • Client Retention • LinkedIn Marketing Solutions • Digital Marketing • Demand Generation • Executive Business Reviews • Salesforce CRM • Forecasting • Pipeline Management • Cross-Functional Leadership • Negotiation

PROFESSIONAL EXPERIENCE

Senior Account Executive | Concentrix (LinkedIn Marketing Solutions) | Jul 2022–Present

- Own strategic relationships for 150+ SMB and enterprise accounts, aligning marketing investments with measurable business outcomes.
- Maintained 100%+ client attained revenue through proactive account planning, executive business reviews, and consultative partnership.
- Delivered 10–15% quarter-over-quarter revenue growth by identifying expansion opportunities and optimizing account strategy.
- Reduced client Cost per Lead by up to 30% through audience, bidding, and creative optimization.
- Partnered with Sales, Marketing, and Customer Success leaders to improve campaign performance and customer satisfaction.

National Wholesale Account Executive | PRMG | Aug 2021–Oct 2022

- Managed a \$5M+ monthly mortgage pipeline while maintaining forecast accuracy and operational excellence.
- Strengthened nationwide partner relationships through consultative guidance and product expertise.
- Coordinated cross-functional teams to accelerate loan execution and ensure compliance.

Sales Specialist | United Road Services | Sep 2018–Feb 2021

- Exceeded annual sales quota by 74% through consultative selling and strategic relationship management.
- Leveraged Salesforce CRM to improve pipeline visibility and forecasting accuracy.

Account Executive | Caliber Home Loans | 2017–2018

- Built broker relationships nationwide while ensuring regulatory compliance and exceptional service.

Account Executive | United Wholesale Mortgage | 2016–2017

- Trained brokers on products and systems to improve adoption, production, and engagement.

Ad Strategist | Genpact (Google Vendor Team) | 2013–2016

- Managed SMB advertising portfolios and delivered executive-level optimization recommendations in partnership with Google teams.

KEY CAREER ACHIEVEMENTS

- 95%+ client renewal rate
- 10–15% QoQ revenue growth
- 30% reduction in Cost per Lead
- 150+ enterprise/SMB accounts managed
- \$5M+ monthly pipeline oversight
- 74% above sales quota

EDUCATION & CERTIFICATIONS

Associate Degree, Business Management – University of Phoenix

Journey to Leadership – Concentrix (2023)