

RICHARD VARONA

STRATEGIC ACCOUNT MANAGEMENT | CUSTOMER SUCCESS | DIGITAL MARKETING

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PROFESSIONAL PROFILE

Client-growth professional with 10+ years of experience helping SMB and enterprise organizations strengthen customer relationships, grow revenue, and improve marketing performance. Background combines strategic account management, customer success, consultative selling, digital marketing strategy, executive business reviews, retention and expansion, and data-informed recommendations. Career results include managing 150+ accounts, maintaining 95%+ client retention, delivering 10-15% quarter-over-quarter revenue growth, reducing client cost per lead by up to 30%, managing pipelines exceeding \$5M monthly, and exceeding annual sales quota by 74%.

CORE CAPABILITIES

Strategic Account Management
Digital Marketing Strategy
Consultative Selling
Salesforce CRM

Customer Success
Social Media & Paid Social
Account Planning
Pipeline & Forecasting

Client Retention & Expansion
LinkedIn Marketing Solutions
Customer Acquisition
Cross-Functional Collaboration

Executive Business Reviews
Google Advertising
Performance Analytics
AI-Assisted Productivity

SELECTED CAREER IMPACT

- 150+ SMB and enterprise accounts managed across strategic client and digital advertising portfolios.
- 95%+ client retention supported through proactive account planning, executive business reviews, and stakeholder engagement.
- 10-15% quarter-over-quarter revenue growth through expansion, optimization, and consultative recommendations.
- Up to 30% reduction in client cost per lead through audience, bidding, creative, and campaign-performance optimization.
- \$5M+ monthly pipeline oversight in financial services; 74% above annual sales quota in logistics sales.

PROFESSIONAL EXPERIENCE

Senior Account Executive - LinkedIn Marketing Solutions | Concentrix | Jul 2022 - Jul 2026

- Managed strategic relationships across a portfolio of 150+ SMB and enterprise clients, aligning marketing investments with measurable business objectives.
- Maintained 95%+ client retention through executive business reviews, proactive account planning, stakeholder relationship management, and consistent follow-through.
- Generated 10-15% quarter-over-quarter revenue growth by identifying expansion opportunities and delivering data-informed optimization recommendations.
- Reduced client cost per lead by up to 30% through audience, bidding, creative, and campaign-performance optimization.
- Partnered across Sales, Marketing, Customer Success, and Operations to improve customer outcomes and long-term account value.
- Used ChatGPT, Microsoft Copilot, and Google Gemini to accelerate account planning, reporting, presentations, proposals, and client communications.

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

- Managed a \$5M+ monthly wholesale mortgage pipeline while maintaining forecast visibility, responsive partner communication, and regulatory discipline.
- Strengthened nationwide broker relationships through consultative guidance and cross-functional coordination with underwriting and operations.

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

- Exceeded annual sales quota by 74% through strategic prospecting, consultative selling, disciplined follow-up, and relationship-focused account management.
- Expanded customer relationships while using Salesforce CRM to strengthen pipeline visibility and forecasting.

Account Executive | Caliber Home Loans | 2017 - 2018

- Built and managed nationwide broker relationships while supporting responsive client service and compliant loan execution.

Account Executive | United Wholesale Mortgage | 2016 - 2017

- Trained broker partners on products and systems to improve adoption, engagement, production, and referral relationships.

Ad Strategist - Google Vendor Team | Genpact | 2013 - 2016

- Managed SMB Google advertising portfolios and advised clients on campaign strategy, audience targeting, performance analysis, and advertising investment decisions.
- Translated campaign data into practical recommendations designed to improve customer acquisition and measurable business outcomes.

EDUCATION & TOOLS

Associate Degree, Business Management - University of Phoenix | Journey to Leadership - Concentrix, 2023

Salesforce CRM | LinkedIn Sales Navigator | LinkedIn Marketing Solutions | Google Advertising | ChatGPT | Microsoft Copilot | Google Gemini