

RooCruit

Cape Town, South Africa

Lumardt

Key Account Manager & Business Development Specialist

PROFESSIONAL SUMMARY

Experienced Key Account Manager with a proven track record of successfully managing and growing relationships at a leading consultancy. Adept in utilising HubSpot to drive business growth and customer success through data-driven strategies. A strategic thinker with excellent communication skills focused on delivering measurable results and fostering long-term international partnerships.

KEY SKILLS

- Customer Relationship Management (HubSpot Specialist)
- Inbound & Outbound Marketing Content Management
- Sales Enablement & Pipeline Generation
- Google Workspace & Microsoft Office Proficiency
- B2B Technology & Marketing Strategy
- Strategic Account Planning & Revenue Growth
- Market Trend & Data Analysis
- Stakeholder Management & Brand Advocacy

PROFESSIONAL EXPERIENCE

Key Account Manager

April 2022 - Present

Leading International Digital Consultancy

- Managed and scaled relationships with key accounts, driving increased revenue and customer satisfaction metrics.
- Conducted regular account reviews to identify and execute opportunities for upselling and cross-selling.

- Developed and implemented strategic account plans that delivered significant measurable growth for clients.
- Collaborated with cross-functional internal teams to ensure seamless project delivery that exceeded customer expectations.
- Analysed market trends and customer data to develop targeted sales and marketing initiatives.
- Built and maintained strong relationships with stakeholders, enhancing brand recognition and long-term customer loyalty.

Business Development Executive

January 2021 - March 2022

Leading International Digital Consultancy

- Secured new business opportunities and expanded the client base, resulting in significant year-on-year revenue growth.
- Conducted deep-dive market research to identify target industries and high-value prospects for business development.
- Executed effective sales strategies to close complex deals and drive organizational business growth.
- Built strong rapport with key decision-makers, resulting in increased brand authority.
- Implemented creative and innovative solutions to support business development initiatives and increase sales success rates.

Sales Executive (Project-based)

July 2014 - August 2014

Large Scale Automotive Retail Group

- Exceeded monthly sales targets through effective sales techniques and comprehensive product knowledge.
- Mentored junior sales staff, contributing to their professional development and improved team performance.
- Implemented new sales strategies and campaigns, resulting in increased market share.

EDUCATION

Varsity College IIE

BCom Strategic Management (Graduated 2019)

Stellenbosch University

Higher Certificate in Entrepreneurship & Business Management (2014)

North-West University

BCom Economics & International Trade (Transferred 2017)

CERTIFICATIONS & NOTEWORTHY COURSES

- Lead Management: Segmentation & Nurturing (HubSpot Academy)
 - Sales Enablement Certified (HubSpot Academy)
 - Project Management Certification (Varsity College IIE)
 - Research & Analytics (Varsity College IIE)
 - HubSpot Marketing Software Certified
 - Pipeline Generation & Growth Driven Design
 - Google Analytics Beginner Certified
 - Content Strategy & Lead Qualification
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