

Kenton Oliver

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Profile

- Seasoned B2B account manager specializing in proactive care, customer success, and retention.
- Experienced in technology (hardware and software), SaaS, and digital marketing industries.
- Passionate about consulting with clients to form creative solutions and help them achieve their goals.
- Skilled at navigating difficult conversations, managing expectations, and putting clients at ease.
- Emotionally intelligent, socially aware, great at collaboration, and superb at building relationships.
- Organized, professional, and confident taking on project management and leadership responsibilities.
- A lifelong learner who is curious, insightful, and constantly seeking improvement.

Skills & Abilities

- Client Relationship Management
- Strategic Planning
- Dynamic Problem Solving
- Clear & Concise Verbal Communication
- Compelling Written Communication
- Flexibility & Adaptability
- Active Listening
- Objection Handling Tactics
- Cross-Selling
- Advanced Closing Techniques
- E-Commerce Industry Knowledge
- Customer Experience Leadership
- Salesforce CRM Proficiency
- Customer Onboarding & Support
- Excellent Interpersonal Skills
- Strong Analytical & Critical Thinking
- Persuasive Negotiation
- Customer Success Metrics
- Data Analysis & Interpretation
- Business Reviews
- Interactive Presentations
- Composing & Delivering Proposals
- Incredible Attention to Detail
- Microsoft & Google Suite Applications

Relevant Experience

KEY ACCOUNT MANAGER | 2022 – 2023 | Vancouver, BC

WEST X BUSINESS SOLUTIONS | Second largest Xerox agency in Canada. Microsoft 365 and Power Platform expert.

- Prospected named accounts and managed ~50 major clients with consulting focused on digital transformation, cloud adoption, document management, cybersecurity, business intelligence, and workflow automation.
- Sold Xerox and Microsoft solutions to large accounts in the real estate, legal, hospitality, and retail verticals, including: Sotheby's International Realty, Thorsteinssons LLP, Northland Properties, Cactus Club Cafe, Boston Pizza, 7-Eleven, Mark Anthony Group, Aritzia, Herschel Supply Co, and Arc'Teryx.
- Achieved 151% of plan in 2022 and was on-track for a similar 2023 against an annual quota of \$1.25 million.
- Received the "Rep. of the Quarter" award twice, for outstanding performances in Q1 and Q3 of 2022.
- Orchestrated every aspect of the client lifecycle, from implementation to renewal by developing trusting relationships and delivering exceptional customer service, working across departments to resolve product, service, or billing concerns.
- Utilized sophisticated communication skills to comprehend and articulate client needs, resulting in tailored strategies that motivated action and produced impactful solutions.
- Drove revenue growth through identifying expansion opportunities and leveraging comprehensive product knowledge to successfully cross-sell new services.
- Ensured every touchpoint was useful and worthwhile for clients by remaining up to date on industry trends and best practices, supplying accurate and relevant information distribution.

CLIENT HAPPINESS SPECIALIST | 2019 | Vancouver, BC

WISHPOND TECHNOLOGIES | SaaS startup founded in 2009 providing digital marketing solutions to 4000+ clients.

- Provided outbound care to fully managed clients, reviewed Wishpond services, and significantly increased service effectiveness and client satisfaction.
- Gathered feedback from clients, identified ways to revise marketing campaigns, and advised the campaign project managers which led to higher numbers of qualified leads and better results for the clients.
- Consulted with clients on tactics such as email automation, PPC advertising, SEO, SEM, and SMM.
- Managed client reviews of Wishpond online and boosted the corporate image of the Wishpond brand.
- Collaborated with the director of sales, the COO, and the CTO while reinventing the customer experience journey to improve client relations and retention.

BUSINESS DEVELOPMENT ASSOCIATE | 2016 – 2019 | Hamilton, ON**CANON CANADA |** Leading provider of digital imaging innovation. Core business is office equipment, not cameras.

- Performed full cycle outside sales for new and existing clients, delivering attentive account management with document workflow consulting and regular performance reviews.
- Sold business solutions that met critical needs to offices of all types in the SMB market.
- Promoted from a “C-level” commercial territory to an “A-level” one as of January 1st, 2019.
- Met and exceeded projected sales goals by implementing effective strategies that drove consistent new account acquisitions and successful client renewals.
- Built rapport and broke down complex processes and technical features into digestible formats to ensure clients understood the available solutions for their evolving business needs.

SALES REPRESENTATIVE | 2014 – 2016 | Arkona, ON**HERITAGE ACRES BIRD & PET NUTRITION |** Manufacturer and distributor of high-quality nutritional products.

- Spearheaded end-to-end outside sales efforts, engaging with both new and existing clients, while also employing product positioning strategies for enhanced market presence.
- Worked closely with the owner/general manager to increase sales and revenue acquisition by presenting data-driven and service-based solutions that resolved client issues.
- Excelled within a fast-paced B2B environment, advancing partnerships with stores and distributors from several different industries.
- Expanded marketing collateral, including brochures, shelf-talkers, promotions, and advertisements, to elevate brand visibility and engagement.
- Identified, nurtured, converted, and onboarded over 20 new customer accounts, substantially increasing sales revenue.

Education**STATEMENT OF COMPLETION****SOCIAL MEDIA & DIGITAL MARKETING**

British Columbia Institute of Technology | 2019 – 2021 | Vancouver, BC

BACHELOR OF ARTS, COMBINED HONOURS**PHILOSOPHY & PSYCHOLOGY**

Carleton University | 2009 – 2014 | Ottawa, ON