

LAURA T. MUNCY

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ACCOUNT MANAGER | CUSTOMER SUCCESS MANAGER

I see myself as my best competitor. I want to beat yesterday's numbers today, but surpass them by tomorrow.

Relationship-focused, award-winning sales executive with 5+ years of proven ability to generate revenue and delight clients. Natural leader with a gift for training peers and clients alike, managing a team while retaining a practitioner role, and perceiving client needs. Expert at identifying opportunities for innovation and thought leadership thanks to deep understanding of customers, PR strategies, and marketing techniques. Strong emphasis on achieving goals by focusing on client needs and developing solutions that go beyond expectations. Thrive in high-energy, fast-paced environments.

CORE COMPETENCIES

- Customer Success
- Revenue Generation
- Renewals
- Marketing Strategies & Programs
- Project Management
- Team Leadership & Development
- Solution/Consultative Selling
- Training & Development
- Business Intelligence
- Critical Thinking
- Presentations & Public Speaking
- Territory Management/Business Development
- Client Engagement & Retention
- Competitive Benchmarking
- Upselling & Cross-Selling
- Needs Analysis
- Consultative/Innovative Problem Solving
- Strategic Partnerships
- Networking
- Trust-Based Relationship Building
- Cross-Functional Collaboration
- Written & Verbal Communication

Technological: Microsoft Word/Excel/PowerPoint/Project/Outlook | Salesforce | ValueSelling
Challenger Sale | SaaS | Bit.ly | Slack | Softrax | Asana | MailChimp | iContact | Cision | Vocus
Meltwater | Hubspot

CUSTOMER SUCCESS & ACCOUNT MANAGEMENT EXPERIENCE

AirPr Inc., San Francisco, CA

2016 - 2017

Enterprise Customer Success Manager, PR Engineer

AirPr provides analytics, insight, and measurement tools that help businesses efficiently measure PR's impact.

- Provided comprehensive, end-to-end management of the customer success cycle in cross-functional partnership with support teams.
- Created a handbook/guide for AirPr's customer success process that refined procedures and developed a model timeline for the sales cycle.
- Assisted with CSM department's transition to Salesforce CRM.
- Helped the sales team create Demo Analytic Reports and compile competitive benchmarking information for client-facing initiatives.
- Acted as event/culture coordinator for employee- and client-facing events.

Notable Achievements:

- As one of 4 initial customer service professionals hired, utilized experiences with onboarding/cultural indoctrination process to recommend improvements in new hire processes and procedures.
- Led development and distribution—including hand-written cards—of holiday Customer Appreciation gift.
- Identified opportunities for product innovation and thought leadership by cultivating a deep understanding of customers and their PR strategies.

Cision Inc. (formerly Vocus), Beltsville, MD

2011 - 2016

Account Manager, Client Development - Mid-Market (2015 - 2016)

Senior Account Manager, Client Development - Small Business (2013 - 2014)

SMB Account Manager CSM, Renewals & Growth (2011 - 2013)

Cision's PR and social software, rich analytics and in-depth insights serve communicators' complete workflows to facilitate data-driven decisions.

- Drove customer success and retention for 150 to 175+ small and mid-sized accounts by identifying client needs, tailoring services accordingly, and regularly following up.
- Identified new revenue opportunities and closed contracts by using a prescriptive solutions strategy that concurrently demonstrated product value and facilitated upsell and cross-product selling.
- Managed and maintained clients' software usage through training and industry knowledge in online marketing and SEO.
- Communicated via email with each client to demonstrate enhancements and new products as well as negotiate early renewal incentives.
- Set up, scheduled, and executed on-site visits with clients.
- Attracted 3 attendees to 2014 Vocus User Conference.
- Served as team lead and mentor on multiple occasions.
- Participated in several internal and client-facing training committees.

Notable Achievements:

- Promoted January 1, 2015 to Mid-Market Account Manager (2015).
 - Closed first quarter as a Mid-Market Account Manager at 107%.
- Worked remotely from 2015 - 2016 in San Francisco while maintaining an 84% retention rate.
- Closed \$725,000 of revenue (2014).
- Promoted to Senior Account Manager after achieving 100% or higher quota for 2 consecutive quarters (2013).
- Supported team in an Acting Manager role during acquisition-related management transition (Q4 2013).
- Received 2013 mid-year Presidents Club honor for first and second halves with 101% YTD.
- Honored with 2012 mid-year Presidents Club for first and second quarters with 104% YTD.

Enterprise Rent-A-Car, Rockville, MD

2009 - 2011

Management Trainee | Assistant Branch Manager

Enterprise is an industry-leading rental car provider.

- Ensured provision of concierge-level customer service by all staff.
- Oversaw fleet utilization, inventory, and management.
- Led sales and marketing efforts tailored to individuals and businesses alike.
- Supervised damage documentation and deductible collection.

Notable Achievements:

- Promoted from Management Trainee to Assistant Branch Manager in 2011.
- Partnered with Branch Manager to run a branch embedded within a high-volume Mercedes dealership.
- Appeared continuously in top 10% of the monthly residential sales performance matrix.
- Inducted into Dulles International Airport office's "Best of the Best" program for consistent "top performer" rating.
 - Averaged \$20,000 in additional revenue over a three-month period during Dulles tenure, compared to peers' \$12,500 average for the same timeframe.
- Helped increase per-car daily corporate rate 45% and improved local business awareness by marketing special promotional programs to dealerships, hotels, and apartment communities.
- Assisted in increasing total revenue per car an average of 21.2% by upselling extra services such as additional insurance, car size increases, and pre-paid gas to weekend users, as well as dealerships and body shops.

EDUCATION

Bachelor of General Studies, Communication & Art History – University of Reno

Semester Abroad: Art History (American University of Paris) and French (Sorbonne)

Special Interest/Coursework in Interior Design

Active Member, San Francisco Alumni Group