



# BEATRICE CASTANEDA

## REGIONAL ACCOUNT MANAGER

### CONTACT

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### EDUCATION

Bachelor of Arts  
Business Administration  
University of Pittsburgh  
2007 - 2011

#### Awards

Stewart Achievement  
Award

### SKILLS

CRM software  
Analysis  
Goal-oriented  
Multitasking  
Collaboration  
Organization  
Negotiations  
Communication  
Creative Problem-solving

### CERTIFICATIONS

Project Management  
Professional  
Sales Management  
Certificate

### WORK EXPERIENCE

#### Regional Account Manager

Rauxa

January 2015 - current / New York, NY

- Handled account operations within the Northeast National Region, containing 50K+ Rauxa customers
- Utilized Salesforce CRM to assess CRM and drive potential leads, increasing web visitation by 600% and total revenue by \$900K
- Expanded regional customer base by 15% by **selling SaaS contracts that extended for multiple years**
- Established core guidelines, methods, and policies to **ensure 100% of regional team members met targets in ways that represented Rauxa**

#### Mid-Level Account Manager

Datalot

June 2012 - January 2015 / New York, NY

- Managed 12 accounts totaling \$1.5M in total revenue in 2014
- Grew annual revenue from client base from **\$700K to \$1.2M by cross-selling products and services**
- Volunteered to provide peer mentorship for 4 entry-level account managers, **giving advice that reduced client churn by 10% on average**
- Recognized as top account manager for Datalot in 2014

#### Account Manager

New Relic

April 2011 - June 2012 / Pittsburgh, PA

- Facilitated 11 new customer contracts that lasted for 2 years (1 year above targets)
- Negotiated contracts and agreements that increased profits by 3% over the competition
- Collaborated across 5 departments, including Product Development and Marketing, to streamline customer experience
- Communicated with the department to support sales targets, providing assistance that **contributed to a 100% individual and team-wide quota achievement in Q1**
- **Utilized 3 types of CRM software systems** such as Salesforce to understand client needs