

# Bianca Skrinyar

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## WORK EXPERIENCE

### EMEA Account Manager at InGo, London

January 2024 – January 2025

- Managed a portfolio of 50+ key accounts across the EMEA regions for a total book value of \$1.3M
- Identified feature adoption gaps and implemented solutions, helping bring about the top 20 most successful event campaigns in the company every year between 2022-2024
- Led successful upsell campaigns for enterprise and SME accounts, achieving 16% YoY growth and negotiating multi-year contracts for 20% of enterprise accounts
- Efficiently managed HubSpot to track all customer records, interactions, account plans and pipelines, ensuring real-time customer performance and deal stage tracking
- Partnered with Marketing team to generate client testimonials, case studies, and speaking engagements

### Customer Success Account Manager at InGo, London

September 2022 – January 2024

- Outperformed company net retention goal of 120% (137%) for an international portfolio totalling \$1M
- Supported the VP of Operations in designing a Customer Success onboarding strategy to align the Sales, Customer Success and Account Management teams, reducing time to 2x ROI by 50%
- Acted as the main point of contact for all medium and enterprise businesses, creating campaign-specific best practice guides, industry-specific trends, and insights into results by geographic area
- Spearheaded cross-functional collaboration with the Product team to address top 20 customer pain points, leading to a 35% reduction in support tickets and 8% reduction in customer churn

### Account Executive at InGo, London

September 2021 – September 2022

- Revamped the website flows and helpdesk navigation menus, and updated helpdesk articles, increasing traffic to previously neglected pages and decreasing customer support emails
- Spearheaded the development and rollout of a new, monthly customer loyalty program, resulting in a 40% increase in feature adoption rate, and an 18% increase in customer retention
- Project managed and represented InGo at 10+ annual events, incl. client dinners, happy hours, and webinars

### Account and Operations Executive at Genieve Couture, London

October 2020 – September 2021

- Worked with startup founder, Genieve Vasconcelos, as the first official hire to create scalable processes
- Spearheaded the conceptualisation and execution of retail marketing strategy, including target audience analysis, building online presence, as well as influencer, social media, and email marketing
- Crafted compelling content for website, social media, and email campaigns to enhance digital engagement

### Head Organiser at London Startup Fair, London

October 2020 – March 2021

- Oversaw all aspects of development, execution and marketing of the four days long Fair
- Spearheaded an organisational team, planned and allocated tasks, and forged partnerships
- Surpassed highest participation results in event history with 1000 participants and 45 companies, including AWS, Balderton Capital, SeedLegals, OVHcloud, and Creator Fund

**Virtual Intern at Divento, Remote****2020 summer**

- Researched, copy edited, fact checked articles, and wrote product descriptions
- Handled SEO optimisation to ensure product to be ranked by Google and other search engines
- Assisted in market research, gathering qualitative and quantitative data
- Worked in accordance with planned weekly publishing schedule

**Event Organiser at Collingwood College, Durham****October 2019 – June 2020**

- Worked closely with the Vice Principal of Collingwood College
- Responsible for the running of the 'Big Ideas on Screen' project
- Organised bi-weekly film screenings, panel discussions, poetry readings, and workshops
- Managed social media presence and publicity in the student community

**EDUCATION****London School of Economics and Political Science (London, United Kingdom)****2020 – 2021**

- MSc Culture and Society (Sociology)

**University of Durham (Durham, United Kingdom)****2016 – 2020**

- BA Liberal Arts with Year Abroad (English Literature, Philosophy, Anthropology)
- Grade – First Class Honours
- Won award 'Celebrating Student Achievement: Inspiring Student' (2017-2018)

**University of Groningen (Groningen, The Netherlands)****2018 – 2019**

- Faculty of Arts and Philosophy (English Literature, Philosophy, Anthropology, Sociology, European Studies, Gender and Sexuality Studies)
- Average Grade: 8.1

**ADDITIONAL SKILLS & ACTIVITIES**

- **Core Skills:** Persuasive communication; strategic planning; sales; process optimisation; analytical & critical thinking; cross-functional collaboration; relationship building & management; proactive problem-solving; keen to learn; adaptability
- **Technical:** HubSpot, Salesforce, MS Office, Google Drive, Asana, Trello, Meta Business Suite, Slack, WordPress, HTML and CSS. Prezi, Picasa, Adobe Photoshop and Premiere
- **Languages:** Hungarian (first language); English (fluent); German and Dutch (conversational)
- **Licences:** HubSpot B2B Marketing Foundations (2022), LSE Cyber Security Awareness Training Course (2020); Web Development Certificate (HTML and CSS) (2020); Driver's licence (2019); Certificate of Proficiency in Basic Safety Training (2013); PADI Open Water Diver licence (2012)
- **Volunteering:** Ancillary Review of Books (2024-present); New Sociological Perspectives (2020-2024); Project Venture (2020-2021); Reedsy Judge (2020 summer)