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| | **CRYSTAL LONGMAN**   |  | crys.stanelle@gmail.com | | --- | --- | |  | +17203941768 | |  | Denver, Colorado | |  | [linkedin.com/in/crystal-longman](https://www.linkedin.com/in/crystal-longman/) | | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **CORE COMPETENCIES**  Account Management  Renewals & Expansions  Net Revenue Retention  Customer Adoption  Territory Planning  Executive Stakeholder Engagement Salesforce CRM  Forecast Accuracy  QBR Facilitation  Data-Driven Insights  SaaS Lifecycle Management  Negotiation  Value Realization  Sales Methodologies  **EDUCATION & CERTIFICATIONS**  Liberal Arts Course Studies — University of Colorado Denver  A.S. Radiologic Technology — Community College of Denver  Certified Customer Success Manager — SuccessCOACHING  Salesforce Admin — In Progress | | | **PROFESSIONAL SUMMARY** Results-driven Account Manager with 5+ years in SaaS account management, customer success, and revenue retention. Proven record of driving renewals, expansions, and adoption across mid-market and enterprise portfolios. Skilled at multi-threading within accounts, engaging C-suite stakeholders, forecasting with precision, and delivering measurable ROI. Adept at navigating complex sales cycles (up to 4 months), synthesizing data from multiple sources, and influencing strategic decisions without direct authority. | | --- | | **EXPERIENCE**  **Hybrid & 4B Marketing** - **Lead Enterprise Account Management**  *Denver, CO*  •  *01/2023* - *06/2025*   * Managed and grew regulated spaces and tech accounts through relationship building, strategy, and proactive communication. * Oversaw multistate operations for MSOs, supporting client retention, compliance coordination, and cross-functional team alignment. * Created and executed success plans that supported client KPIs and outcomes. * Collaborated cross-functionally to refine onboarding and support processes. * Maintained accurate CRM records, communicated data-driven results via QBRs, and identified risks and expansion opportunities.   **TaskRay (Salesforce AppExchange Partner)** - **Mid-Market Customer Success / Account Manager**  *Remote* / Hybrid  •  *09/2021* - *01/2023*  .   * Owned 50+ mid-market SaaS accounts, exceeding renewal and expansion quotas while reducing churn. * Led strategic business reviews for C-suite executives, demonstrating ROI and adoption milestones. * Applied sales methodologies to identify expansion opportunities, increasing ARR within 4-month cycles. Partnered cross-functionally with Sales, Marketing, and Product to drive platform adoption and customer satisfaction. * Maintained precise forecasting and account health reporting in Salesforce and Outreach. * Supported onboarding, product training, and technical issue resolution to increase adoption. * Prospected and qualified leads, booking demos and fueling pipeline growth. | |
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