

Yash Rao

Account Manager · FICTIONAL SAMPLE
Ahmedabad, India

Summary

Fictional demonstration candidate. All employers, education, projects, achievements and outcomes are illustrative and unverified. Not a real application or licence record. Account Manager with an illustrative 11-year career in business-to-business selling and commercial relationships. Combines account planning, relationship management, renewals with disciplined documentation, practical coordination and clear communication. The sample career progresses from focused execution to independent workstream ownership, with responsibilities and boundaries described for each appointment. Selected work includes strategic account review, renewal readiness programme and account expansion discovery. These examples explain the original problem, individual contribution, deliverables, review approach and remaining limitations rather than relying on unsupported headline claims. Prepared for experienced account manager opportunities requiring dependable delivery, thoughtful professional judgement and collaboration. The qualification narrative includes MBA in Marketing. Every named organisation and outcome in this record is fictional; professional eligibility is not independently established. Turn a clear brief into dependable business-to-business selling and commercial relationships work: understand the context, apply account planning and relationship management, record the evidence and explain the limitations before handover.

Experience

Account Manager - Meridian Commercial Services (fictional)

2024-07 - Present

Independent ownership of scoped account manager work, coordinating contributors and making review requirements explicit. Includes the first two selected work examples. Built stakeholder maps and recurring value reviews. Coordinated early issue resolution and scope review. Led brief clarification and prioritised work using account planning, relationship management and renewals. Raised unresolved constraints before committing to the next stage. Coordinated peer reviews and handover preparation; used a discovery and opportunity brief to distinguish completed work, assumptions and follow-up needs. Supported colleagues with practical examples of business reviews and maintained a concise learning record after important assignments. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Senior Account Manager - Northline Commercial Services (fictional)

2020-07 - 2024-06

Education

MBA in Marketing - Asterbridge Institute of Professional Studies (fictional institution)

2013-07 - 2015-05

completed - fictional record account planning relationship management business reviews Specialist study on strategic account review; an illustrative learning project, not a published result.

B.Com in Commerce - Cedarhaven College of Applied Studies (fictional institution)

2010-07 - 2013-05

completed - fictional record renewals issue coordination CRM Applied coursework in account planning, documentation and reviewed practical assignments.

Skills

account planning

Applied to strategic account review through documented preparation, execution and review.

relationship management

Applied to renewal readiness programme through documented preparation, execution and review.

renewals

Applied to account expansion discovery through documented preparation, execution and review.

business reviews

Applied to strategic account review through documented preparation,

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Owned defined assignments and supported cross-functional coordination. Developed deeper practice in renewals and business reviews. Conducted structured interviews and documented fit. Translated incoming requirements into a sequenced plan and aligned responsibilities with the project or service owner. Applied issue coordination and crm to resolve delivery questions while maintaining source and decision notes. Introduced reusable working documents and reviewed exceptions with the responsible specialist rather than silently changing scope. Prepared a reviewed pipeline and handover record so the next team could understand the work and remaining questions. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Account Manager - Cedarbridge Commercial Services (fictional)

2017-07 - 2020-06

Progressed from supported tasks to independently managed assignments, with review available for unfamiliar or higher-risk decisions. Handled recurring work involving account planning and relationship management using a documented preparation and review process. Supported renewal readiness programme by organising inputs, maintaining issue notes and incorporating reviewer feedback. Coordinated colleagues and internal stakeholders using concise status updates, clear questions and agreed next steps. Improved record consistency through stakeholder mapping and documented handover expectations. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

Assistant Account Manager - Cedarbridge Commercial Services (fictional)

2015-07 - 2017-06

Built practical foundations through supervised assignments, routine documentation and feedback from experienced colleagues. Assisted with account planning and renewals within an agreed scope and escalated unfamiliar work. Prepared inputs and checked completeness before passing work to the responsible reviewer. Maintained task records and learned to communicate assumptions, constraints and observed problems clearly. Applied review feedback to subsequent assignments and developed a dependable working routine. Illustrative career responsibilities. Employer confirmation and underlying work records are not supplied.

execution and review.

issue coordination

Applied to renewal readiness programme through documented preparation, execution and review.

CRM

Applied to account expansion discovery through documented preparation, execution and review.

stakeholder mapping

Applied to strategic account review through documented preparation, execution and review.

commercial communication

Applied to renewal readiness programme through documented preparation, execution and review.



Certifications

Consultative discovery workshop

Meridian Professional Learning Studio (fictional) 2023
continuing learning - not a licence or certification
Account planning and business reviews in the context of account manager work. Used reflective exercises and a bounded practice example related to strategic account review.

Commercial negotiation practicum

Meridian Professional Learning Studio (fictional) 2024
continuing learning - not a licence or certification
Relationship management and issue coordination in the context of account manager work. Used

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Projects

Strategic account review

Fictional internal work programme in business-to-business selling and commercial relationships; not a real client case study. Problem: Customer needs were scattered across contacts. Objective: Create a workable response to this issue through account planning, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Account Manager; owned the stated workstream, not the full organisation or every collaborator contribution. Built stakeholder maps and recurring value reviews. Prepared the scope with the commissioning team, identified unresolved inputs and used account planning to turn the brief into a sequenced work package. Applied relationship management and renewals while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: account planning; relationship management; renewals; business reviews Deliverables: Strategic account review - scoped brief; Strategic account review - reviewed working package; Strategic account review - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a discovery and opportunity brief and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for strategic account review, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Sample account values and outcomes are fictional; customer names and commitments are not real endorsements. No underlying client documents, independently verified measurements or signed approval records are attached.

Renewal readiness programme

Fictional internal work programme in business-to-business selling and commercial relationships; not a real client case study. Problem: Service issues surfaced late in renewal discussions. Objective: Create a workable response to this issue through relationship management, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Account Manager; owned the stated workstream, not the full organisation or every collaborator contribution. Coordinated early issue

reflective exercises and a bounded practice example related to renewal readiness programme.

Account planning case clinic

Meridian Professional Learning Studio (fictional) 2025 continuing learning - not a licence or certification Renewals and crm in the context of account manager work. Used reflective exercises and a bounded practice example related to account expansion discovery.

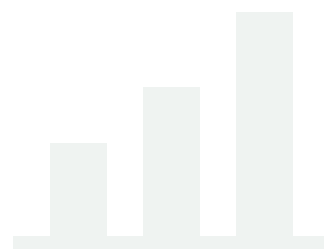
Languages

English

professional working - fictional sample

Hindi

professional working - fictional sample



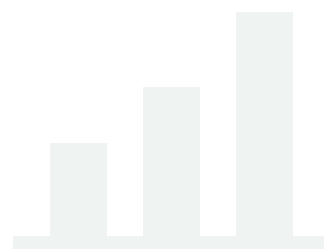
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resolution and scope review. Prepared the scope with the commissioning team, identified unresolved inputs and used renewals to turn the brief into a sequenced work package. Applied business reviews and issue coordination while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: relationship management; renewals; business reviews; issue coordination Deliverables: Renewal readiness programme - scoped brief; Renewal readiness programme - reviewed working package; Renewal readiness programme - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded exceptions and checked that key conclusions could be traced to observations. The review package calls for a proposal or account plan and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for renewal readiness programme, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Sample account values and outcomes are fictional; customer names and commitments are not real endorsements. No underlying client documents, independently verified measurements or signed approval records are attached.

Account expansion discovery

Fictional internal work programme in business-to-business selling and commercial relationships; not a real client case study. Problem: New proposals lacked evidence of adjacent needs. Objective: Create a workable response to this issue through renewals, explicit review criteria and practical documentation. Agree the boundaries before execution and retain unresolved points for follow-up. Account Manager; owned the stated workstream, not the full organisation or every collaborator contribution. Conducted structured interviews and documented fit. Prepared the scope with the commissioning team, identified unresolved inputs and used issue coordination to turn the brief into a sequenced work package. Applied crm and stakeholder mapping while coordinating reviews with the designated owner. Kept decision notes so collaborators could separate facts, assumptions and changes. Assembled the handover material, explained open limitations and agreed which items needed further review rather than presenting them as completed. Methods: renewals; business reviews; issue coordination; CRM Deliverables: Account expansion discovery - scoped brief; Account expansion discovery - reviewed working package; Account expansion discovery - handover and learning summary Review: Reviewed the scoped output against the agreed brief, recorded



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exceptions and checked that key conclusions could be traced to observations. The review package calls for a reviewed pipeline and handover record and a named human reviewer. Illustrative outcome: the team adopted a repeatable approach for account expansion discovery, with clearer ownership and reviewable records. This is a fictional qualitative result; no real performance measurement or external acceptance evidence is supplied. Limitations: Synthetic demonstration only. Sample account values and outcomes are fictional; customer names and commitments are not real endorsements. No underlying client documents, independently verified measurements or signed approval records are attached.

Achievements

Strategic account review

Built stakeholder maps and recurring value reviews. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Renewal readiness programme

Coordinated early issue resolution and scope review. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

Account expansion discovery

Conducted structured interviews and documented fit. The achievement is the described workstream contribution; independent outcome evidence is not supplied.

