



YASH RAO

Account Manager

account planning, relationship management, renewals

Ahmedabad, India | yash.rao@example.com | ROLE 11-03

FICTIONAL SAMPLE - all employers, qualifications and outcomes are illustrative and unverified.

EXECUTIVE SUMMARY

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.

AT A GLANCE

11 years

ILLUSTRATIVE CAREER

4

CAREER APPOINTMENTS

3

WORK EXAMPLES

2

EDUCATION RECORDS

CORE COMPETENCIES

account planning / relationship management

renewals / business reviews

issue coordination / CRM

stakeholder mapping / commercial communication

PROFESSIONAL MISSION

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.

Career family: Sales & Business Development | Snapshot: 2026-09-22

PROFESSIONAL EXPERIENCE / RECENT

Account Manager

Meridian Commercial Services (fictional)

Jul 2024 - Present | Ahmedabad, India

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)

Jul 2020 - Jun 2024 | Ahmedabad, India

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.

PROFESSIONAL WORKING PRINCIPLES

- Clarify customer needs, decision processes and service fit before committing to a proposal.
- Maintain accurate opportunity records and separate pipeline estimates from booked business.
- Coordinate commercial promises with delivery capacity and approved pricing authority.

PROFESSIONAL EXPERIENCE / EARLIER

Account Manager

Cedarbridge Commercial Services (fictional)

Jul 2017 - Jun 2020 | Ahmedabad, India

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)

Jul 2015 - Jun 2017 | Ahmedabad, India

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.

SELECTED CONTRIBUTIONS

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.

SELECTED WORK / 01

Strategic account review

P1 | Jan 2025 - Jun 2025 | FICTIONAL WORK EXAMPLE

Context. 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.

Contribution and ownership. 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.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

SPECIALIST PRACTICE

Commercial integrity

The sample focuses on account planning, relationship management, renewals. Approvals, supervision and specialist input are identified in each work package; work outside this scope is referred to the designated responsible person.

Peer learning and practical guidance. Created short examples on account planning and business reviews for colleagues. Separated personal preferences from agreed team procedures and recorded useful questions.

Review and handover discipline. Facilitated practical reviews of renewal readiness programme, ensuring that unresolved issues retained a named owner rather than disappearing from final presentations.

Sample account values and outcomes are fictional; customer names and commitments are not real endorsements.

SELECTED WORK / 02 AND 03

Renewal readiness programme

P2 | Jan 2026 - Jun 2026 | Meridian Commercial Services (fictional)

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.

Ownership. Account Manager; owned the stated workstream, not the full organisation or every collaborator contribution.

- Coordinated early issue 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

Delivered. Renewal readiness programme - scoped brief; Renewal readiness programme - reviewed working package; Renewal readiness programme - handover and learning summary

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.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

Account expansion discovery

P3 | Jan 2021 - Jun 2021 | Northline Commercial Services (fictional)

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.

Ownership. 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

Delivered. Account expansion discovery - scoped brief; Account expansion discovery - reviewed working package; Account expansion discovery - handover and learning summary

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.

Suggested evidence (not supplied): discovery and opportunity brief; proposal or account plan; reviewed pipeline and handover record.

EDUCATION AND SPECIALIST LEARNING

MBA in Marketing

Asterbridge Institute of Professional Studies (fictional institution)

Jul 2013 - May 2015 | completed - fictional record

Focus: 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)

Jul 2010 - May 2013 | completed - fictional record

Focus: renewals, issue coordination, CRM. Applied coursework in account planning, documentation and reviewed practical assignments.

CONTINUING PROFESSIONAL DEVELOPMENT

Consultative discovery workshop (2023). 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 (2024). Relationship management and issue coordination in the context of account manager work. Used reflective exercises and a bounded practice example related to renewal readiness programme.

Account planning case clinic (2025). Renewals and crm in the context of account manager work. Used reflective exercises and a bounded practice example related to account expansion discovery.

Provider for these illustrative learning records: Meridian Professional Learning Studio (fictional). Not a licence or certification.

LANGUAGES AND WORKING PREFERENCES

English and Hindi - professional working proficiency in this fictional record.

Work arrangement: hybrid; remote feasibility discussed per role. Relocation: open to discussion - sample preference. Availability: not confirmed; discuss before an interview.

CREDENTIAL AND EVIDENCE STATUS

Sample account values and outcomes are fictional; customer names and commitments are not real endorsements.
Synthetic qualification and institution names illustrate profile fields only; they are not a validated qualification route or recognised accreditation claim.
No real referee, endorsement, award, publication, membership or licence is supplied.

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Contact placeholder: yash.rao@example.com. No phone, live profile URL or verified reference is supplied.

Complete machine-readable data: profile.json. Interactive companion: portfolio.html. Reference CV used for structure only; this is not Ajay Prajapat's biography.