

# Lawanna Meny

Account Executive

## Profile

An experienced account executive with over 10 years of experience working in the advertising industry. Proven track record of successfully managing and executing marketing campaigns for clients across a variety of industries. Strong analytical and problem solving skills, able to quickly identify opportunities and develop strategies to maximize results. Excellent communication and interpersonal skills, able to build strong relationships with clients, team members and other stakeholders.

## Employment History

### Account Executive at Meta, CA

Feb 2022 - Present

- Secured \$2 million in new annual revenue through various account management strategies.
- Increased client satisfaction by 20% through active listening and regular check-ins.
- Reduced churn by 30% through targeted upselling and cross-selling efforts.
- Negotiated renewals with 15 major accounts, saving an average of 10% per contract year over prior agreements.

### Ad planner at Google, CA

Aug 2019 - Dec 2021

Increased sales by 20% in the first quarter after taking over account executive duties

Brought on 3 new clients in the first month of work as an account executive

Negotiated and closed a 5-figure deal with a client within 2 weeks of working with them

Secured long-term projects with high potential for repeat business from 2 major clients

Exceeded quota set by company management during first 6 months on the job

## Certificates

### Certified Public Accountant (CPA)

Mar 2021

### Chartered Financial Analyst (CFA)

Nov 2019

### Certified Management Accountant (CMA)

May 2018

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☎ 123-768-7005

📍 10819 Bluegrass Parkway,  
Jeffersontown, KY 40299

## Education

### Bachelor's degree in Business at New York University, New York, NY

Aug 2014 - May 2019

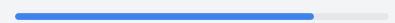
I learned how to research and write about various topics related to labor relations, as well as hone my skills in public speaking and critical thinking.

## Links

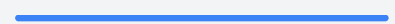
[linkedin.com/in/lawannameny](https://www.linkedin.com/in/lawannameny)

## Skills

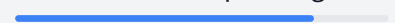
Communication



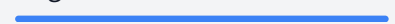
Presentation Skills



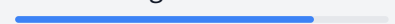
Client Relationship Management skills



Negotiation skills

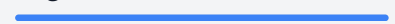


Time management



## Languages

English



Urdu

