



Achraf Kadiri

SENIOR ACCOUNT MANAGER
REVENUE GROWTH & TEAM
LEADERSHIP

CONTACT

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CORE SKILLS

- Account Management
- Sales & Outbound
- Team Leadership
- Revenue & Churn Management
- Customer Success Management
- Client Onboarding & Retention
- Upselling & Expansion Revenue
- Sales Automation
- Python & Automation

TOOLS & PLATFORMS

- ZoomInfo
- Apollo.io
- Clay
- Bitrix24
- Airtable
- Python
- CRM
- AI Outreach
- Email Automation
- Data Scraping

LANGUAGES

- Arabic **NATIVE**
- English **FLUENT**
- French **INTERMEDIATE**

EDUCATION

B.Sc. Applied Mathematics
Faculté des Sciences Ben M'Sick,
Casablanca
Feb 2022

IT Automation with Python
Professional Certificate (Google /
Coursera)
Mar 2022

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SENIOR ACCOUNT MANAGER · REVENUE GROWTH · TEAM LEADERSHIP

Results-driven Account Management leader with **3+ years** of experience managing high-value client portfolios, building outbound pipelines, and leading revenue-generating teams. Proven track record of maintaining **sub-10% churn** across a **\$55K-\$67K MRR portfolio** of 200+ accounts while coaching and developing teams of up to **10 account managers**, with deep expertise in modern sales automation tools including ZoomInfo, Apollo, and Clay.

\$67K PEAK MRR MANAGED	<10% CHURN RATE MAINTAINED	200+ ACCOUNTS MANAGED
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WORK EXPERIENCE

Team Lead – Account Management Jul 2024 – Present

OPENFAIR · CASABLANCA, MOROCCO

- Oversaw a portfolio of **200+ client accounts** generating **\$55K-\$67K in monthly recurring revenue (MRR)**, maintaining churn consistently below **10%**, reaching as low as **7%** through proactive relationship management and regular account health reviews.
- Led, coached, and managed a team of **7-10 account managers**, implementing weekly KPI dashboards and structured 1:1 cadences to drive consistent individual and team performance.
- Built automated prospecting workflows using **ZoomInfo, Apollo, and Clay** to source, enrich, and qualify high-intent business buyers, significantly reducing manual research time per lead.
- Developed buyer personas and executed multi-channel outbound campaigns (cold call, email, social) to advance prospects through a complex, multi-month sales cycle for business acquisitions.
- Resolved high-stakes client escalations with speed and precision, protecting MRR and preserving long-term trust across key accounts, preventing revenue loss across the portfolio.
- Designed and delivered onboarding programs for new hires, accelerating ramp-to-productivity and embedding best practices across the account management function.
- Collaborated cross-functionally with product, operations, and marketing teams to identify friction points and improve the overall client experience and customer success workflows.

Sales Representative Mar 2024 – Jul 2024

AUTO DEALERS DIGITAL · CASABLANCA, MOROCCO

- Acquired **21 new dealership clients in 4 months** through targeted B2B outreach, cold calling, strategic networking, and consultative sales across the automotive sector.
- Delivered compelling product demos showcasing AI-powered vehicle listing automation software, consistently converting prospects into long-term platform subscribers.
- Negotiated contracts and tailored pricing structures to individual dealership needs, ensuring strong unit economics and long-term client retention from day one.
- Educated dealership owners and decision-makers on the measurable ROI of AI-driven marketing tools, overcoming adoption hesitancy and accelerating platform deployment.
- Maintained a fully up-to-date CRM pipeline (Bitrix24), enabling real-time deal tracking, accurate revenue forecasting, and optimized follow-up sequencing.

Content Moderator Jun 2022 – Aug 2023

MAJOREL · CASABLANCA, MOROCCO

- Audited over **24,000 Google Ads submissions per month**, maintaining a **100% compliance accuracy rate** across all reviewed content, consistently meeting the highest quality benchmarks on the team.
- Identified recurring non-compliance patterns and delivered structured feedback to stakeholders, directly contributing to improved moderation efficiency and faster review cycles.
- Contributed to content policy revisions aligned with evolving regulatory standards, ensuring the platform remained compliant at scale.
- Collaborated with cross-functional stakeholders to refine audit processes, reduce redundancy, and improve reviewer throughput without compromising accuracy.