

Amaya Townsend

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PROFESSIONAL SUMMARY

Client-focused professional with experience managing account relationships, coordinating cross-functional initiatives, and using data to inform decisions. Proven ability to exceed performance goals, build strong relationships with stakeholders at all levels, and support processes from planning through execution. Seeking to leverage relationship-management, organizational, and analytical skills to drive impact.

WORK EXPERIENCE

Client Services Consultant

April 2026 – September 2026

Family Legacy Foundation (Contract) — Chicago, IL

- Serve as primary point of contact for a portfolio of 10+ clients, assessing needs and recommending tailored resources and solutions to support engagement and satisfaction
- Coordinate onboarding and ongoing account communications, maintaining accurate CRM records to support effective decision-making
- Follow up on client requests to ensure timely resolution, escalating and coordinating with internal teams as needed

Sales Development Representative

April 2025 – November 2025

Salesforce — Chicago, IL

- Managed and qualified opportunities across 80+ diverse accounts monthly, identifying customer needs and supporting business growth initiatives
- Proactively identified upsell and cross-sell opportunities during prospect engagement, expanding initial client asks prior to Account Executive handoff to maximize deal value
- Consistently exceeded performance benchmarks, achieving 327% of goal in the first month fully ramped
- Leveraged Salesforce AI tools, including Einstein, alongside CRM data and customer insights, to prioritize outreach, personalize engagement, and improve pipeline efficiency
- Collaborated with Account Executives and cross-functional teams to support prospects through discovery and ensure seamless opportunity transitions
- Designed and executed team engagement initiatives that increased participation, motivation, and overall productivity

Account Executive

September 2024 – March 2025

Marcus Evans — Chicago, IL

- Developed targeted outbound outreach strategies across phone, email, and LinkedIn to engage senior decision-makers and drive event participation
- Generate new business opportunities by building relationships with C-suite executives at Fortune 500 organizations and gaining insight into business priorities, market trends, and customer needs
- Managed the end-to-end client experience from initial engagement through event participation and post-event follow-up
- Collaborated with internal teams to coordinate attendee communications, event participation logistics, and stakeholder engagement initiatives

EDUCATION

Spelman College — Atlanta, GA

Bachelor of Arts in Psychology; Minor in Management & Organization | GPA: 3.7

- Honors: magna cum laude, Dean's List (Fall 2020 – Spring 2024)

Media Sales Institute — Atlanta, GA

- Completed training in client relationship management, account planning, and data-backed sales/account strategy (June 2024)

CERTIFICATIONS

- NABOB Media Sales and Operations, Media Sales Institute — June 2024

RELEVANT SKILLS

- CRM & Relationship Management: Salesforce CRM, stakeholder communication, client lifecycle management
- Tools: Microsoft Office Suite (Excel, Word, PowerPoint), Google Workspace, AI sales enablement, basic familiarity with Tableau (dashboard review) and R Studio (data analysis)