

ZENA WILLIAMS

832 - 841 - 1873 · zena.tp.williams@gmail.com · [linkedin.com/in/zenawilliams](https://www.linkedin.com/in/zenawilliams)

PROFESSIONAL SUMMARY

Strategic and relationship-focused account executive and partner success professional with 7+ years of experience in SaaS sales, operations, and client relationship management. Proven ability to drive growth by identifying strategic alliances, delivering tailored client education, and managing complex projects with efficiency and impact. Recognized for translating technical real estate platforms into business value, building trust through data-driven consultation, and aligning sales strategies with long-term client goals. Experienced speaker, project moderator, and trainer with a strong background in commercial real estate, proptech, and fintech. Committed to fostering innovation and success through collaboration, education, and industry insight.

PROFESSIONAL EXPERIENCE

ACCOUNT EXECUTIVE, SAAS 10/2023 - PRESENT *COSTAR GROUP*

- Manage a portfolio of up to 150+ accounts, including brokerages, developers, investors, and local government entities, ensuring satisfaction and retention.
- Lead onboarding, training, and account growth for CoStar.com subscribers.
- Deliver custom insights through market analytics and research, supporting data-driven real estate decisions.
- Create and execute digital advertising strategies, boosting client visibility across targeted markets.
- Proactively manage contract renewals and upsell opportunities, aligning solutions with client goals.

GLOBAL ALLIANCES ASSOCIATE – SR. SALES OPERATIONS CONSULTANT 09/2021 – 03/2023 *JLL TECHNOLOGIES (JLLT)*

- Built a partner relationship management platform and lead-processing system to streamline operations.
- Managed cross-functional communications across growth, sales, enablement, and marketing.
- Produced BD reporting to track revenue alignment and integration effectiveness.

TECHNOLOGY ADVISOR 02/2020 – 08/2021 *JLL TECHNOLOGIES (JLLT)*

- Oversaw the training, deployment, and adoption of commercial proptech solutions at the point of sale.
- Served as a key liaison between clients and technology during platform rollouts and usage growth.

CLIENT SERVICES COORDINATOR 08/2018 – 01/2020 *CBRE*

- Supported a group of 18 advisory professionals with real estate tech tools and marketing integration.
- Delivered custom client reports, RFIs, and RFPs through property data curation and package creation.

MARKETING & COMMUNICATIONS ASSOCIATE 08/2016 – 07/2018 *HOUSTON TENNIS ASSOCIATION*

- Managed sponsorships, content creation, and donor communications using Salesforce.
- Played a key role in launching a new website and securing partnerships, including RBC Wealth Management.

SALES MANAGER 03/2013 – 06/2015 *Arabian Magazines*

- Wrote and edited product reviews; conducted interviews upon request.
- Led media and consultative sales efforts, tracked KPIs and relationships, and crafted tailored communication proposals in response to RFPs/RFIs.

APPLICABLE SKILLS

-
- | | | |
|----------------------|----------------------|------------------------|
| • Account Management | • Digital Strategy | • Partner Enablement |
| • SaaS Sales | • Project Management | • Process Optimization |
| • Client Training | • CRM Systems | • Advertising Sales |

EDUCATION

Master of Professional Studies, Real Estate 2021 – 2023
Georgetown University

Bachelor of Arts, Integrated Marketing & Communications 2007 – 2010
Duquesne University