

ZENA WILLIAMS

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

PROFESSIONAL SUMMARY

Strategic Senior Client Relationship professional with over 7 years of experience in SaaS sales, operations, and account management within the commercial real estate, proptech, and fintech sectors. Proven ability to drive growth by identifying strategic alliances, delivering tailored client education, and managing complex projects efficiently. Recognized for translating technical platforms into business value, building trust through data-driven consultation, and aligning sales strategies with long-term client goals. Experienced in consultative selling, complex sales cycles, and channel partner collaboration.

APPLICABLE SKILLS

- | | | |
|------------------------|----------------------|------------------------|
| • Account Management | • Forecasting | • Market Analytics |
| • SaaS Sales | • Project Management | • Process Optimization |
| • Consultative Selling | • CRM Systems | • Advertising Sales |

PROFESSIONAL EXPERIENCE

ACCOUNT EXECUTIVE, SAAS

10/2023 - PRESENT

COSTAR GROUP

- Manage a portfolio of over 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.
- Leverage client success stories to create compelling value propositions.
- 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 business development reporting to track revenue alignment and integration effectiveness.

TECHNOLOGY ADVISOR & CLIENT LIAISON

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 - SPONSORSHIPS

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.

EDUCATION

Master of Professional Studies, Real Estate

2021 – 2023

Georgetown University

Bachelor of Arts, Integrated Marketing & Communications

2007 – 2010

Duquesne University