



Jane Wells

A relationship builder who thrives in a community setting

📍 London, UK

🟢 Jane is **Available to work**

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Permanent Positions

Skills

Sales Acquisition (Intermediate)

Community Building (Advanced)

Leadership (Intermediate)

Retention Management (Advanced)

Client Development (Advanced)

Account Management (Advanced)

Languages

English

About

I have 10 years + of experience working in a client-facing role. I am very capable of developing strong relationships with clients, connecting with major stakeholders and identifying new business opportunities among existing customers. I approach my work with energy, compassion and love being part of a team. A natural connector and relationship builder I'm looking to start an exciting new chapter in a fresh, dynamic and thriving community.

BRANDS WORKED WITH

Euromoney

Helm

Museums Association

Rcco

the Royal Institution of Great Britain

Experience

● Senior Account Manager

Rcco | Aug 2022 - Now

Outline Account manage a portfolio of tech start-ups and global brands
Key Responsibilities

- Working with top-tier clients across Brand, Web, and Animation to achieve their goals
- Confidently running projects from start to finish, detailing client requirements and ensuring the team delivers on the client's expectations
- Line Manage and support the growth of an Account Manager & Account Executive

● Head of Client Services

Helm | Jan 2018 - Jul 2022

Managed and grew an exclusive community of founders of scale-ups beyond £1 m

- Developed and maintained valued relationships with over 500+ Founders providing them with expert advice and guidance
- Built a successful online community with a 85% engagement rate and 96% return rate
- Responsible for membership growth by leading the membership team, resulting in reduced overall attrition of membership from 25% to 12%
- Experience in pitching, negotiating, and closing, resulting in growing revenue from existing clients. (Solely responsible for increasing one membership level from £19k a month to £41 k a month)
- Strategize ways to increase revenue (designed a referral scheme that increased referrals by 75%)
- Pivoted a face-to-face events business to a digital community platform
- Selected for managing and developing two Membership Executives
- Account managed members to ensure they were getting value from their membership
- Delivered partnership projects and managed key finance accounts ensuring delivery was in line with the financial year
- Successfully moved 50% of our clients from a monthly renewal subscription to an annual subscription. This improved the lifetime value for the clients and stabilized cash flow in the business



● Customer Service Manager

Euromoney | Jun 2017 - Dec 2017

Outline Event's Organiser for capital markets and investment professionals. Responsible for coordinating events correspondence for a variety of international events with up to 800 delegates for each event. I was involved in training and monitoring temporary staff and led regular feedback meetings summarising the team's performance



● Membership and Marketing Officer

Museums Association | Aug 2013 - Feb 2017

Outline Membership and Marketing Officer for a museum professional network. I facilitated membership engagement online by solely connecting with the membership through social media channels and at events and conferences. I was solely responsible for the membership expenditure to deliver successful marketing campaigns and managed a core group of membership museums professionals

- **Membership Coordinator**

the Royal Institution of Great Britain | Aug 2011 - Jul 2013

Outline Responsible for membership administration at an independent charity that inspires everyone to think more deeply about science. I liaised with HRH The Duke of Kent's office (President of the Royal Institution) to arrange his attendance for fundraising events and I was responsible for responding to all membership enquires as well as working with the marketing department to grow all membership levels