

## Profile

A proactive and result-driven sales manager based in Warsaw with 4 years of experience in full-cycle B2B sales, from leadgen to signing contracts.

Closed outstaffing and project-based deals with companies from Europe and the US, increasing company's annual turnover by 11%.

Have experience presenting the company at international conferences and personal on-site meetings with decision-makers from start-ups, scale-ups & enterprises.

Able to work independently or as a good team player. Ready to travel on business trips.

## Employment History

### Business Development Representative, 10Clouds

Jun 2023 – Present  Warsaw

10Clouds is a premium international software and design house, offering outsourcing project-based services and outstaffing.

My responsibilities embrace:

- Leveraging a mix of digital communication (email, LinkedIn, etc.) and phone communication to garner interest among prospects
- Planning, conducting, measuring and analyzing the effectiveness of outbound campaigns
- Implementing creative messaging and content for email marketing campaigns
- Carrying out discovery calls and qualifying leads
- Lead generation and building long-term trusting relationships with prospects (nurturing pipeline)
- Working towards KPIs and other targets, coming up with strategies for G2Ms

## Key skills

Sales Funnel

B2B Sales pipeline nurturing and management

Communication and Negotiation

Analytical skills

Time management and planning


Knowledge of CRM systems

Active listening

Outbound sales prospecting (research, identification and cold reachout)

Presenting company at conferences and events

### Business Development Manager, Digiteum

Sep 2021 – Apr 2023  Gdańsk

Digiteum is an outsourcing & outstaffing company, specializing in the design and development of digital tools.

- Boosted the average reply rate to 15-20% by implementing outbound outreach strategies using LinkedIn, email, and phone calls.
- Worked with existing database and built long-term trusting relationships with decision-makers from the UK, DACH, Nordics, Benelux, and the US.
- Increased the company's annual turnover by 11% working with leads through the entire sales cycle (from prospecting to closing deals, and bringing both parties into NDA, MSA & SOW signing).
- Actively participated in goal setting, market research, defining ICP and approach methodologies

## Tools

LinkedIn Sales Navigator,  
SalesForce, Skylead, Jira,  
Confluence, ZohoCRM,  
AmoCRM, Apollo, Vidyard,  
Crunchbase, Lemlist,  
Microsoft Office: Word,  
Excel, PowerPoint, Clutch,  
RocketReach

- Raised awareness about the company at international conferences (Mobile World Congress) and personal on-site meetings with decision-makers
- Explored the market and prepared sales scripts for outreach (generic, vacancy or niche-related, ABM, etc.)
- Prepared and presented commercial proposals
- Trained and mentored a lead generation specialist
- Set up and conducted over 90 discovery calls with outbound leads by analyzing and understanding clients' business needs.

## Languages

English



Russian



German



### Sales manager, Platform.io (Product IT company, SaaS)

Sep 2020 – Sep 2021 Las Vegas

Platform.io is an Open Real-Time Bidding Platform for marketing agencies and AdNetworks.

I had joined the company as a lead generation specialist, but was promoted to a sales manager in 2 months.

- Responded to inbound inquiries via phone, corporate email or social media
- Participated in building hypotheses for the search of potential customers, their segmentation, planning the workflow, selecting the right approach to each segment
- Implemented lead generation across a wide range of social networks, including LinkedIn, Google, Upwork, Fiverr, and various aggregators, resulting in a 43% growth of the prospect database.
- Conducted customer development Interviews and demo presentations with inbound and outbound leads from the USA and Europe
- Worked with leads through the entire sales cycle from data sourcing to closing deals.

### Leadgen specialist, IT companies on Freelance

Oct 2019 – Sep 2020 Remote

- Researching and identifying target market and ICP for IT start-ups
- Lead generation via organic search, LinkedIn, thematic forums and online conferences
- Building and maintaining a lead database
- Market research and competitors analysis
- Writing sales scripts

## Education

### Minsk State Linguistic University, Bachelor's degree

Sep 2015 – Jan 2020 Minsk

The 1st specialization: English translator

The 2nd specialization: Public Relations manager

## Internships

### Intern, Center for International Relations of the Ministry of Education of the Republic of Belarus

Mar 2019 – May 2019 Minsk

- Accompanying foreign delegations (ministers of education)
- Organization of travel tours and sales strategies implementation
- Preparing and attending road shows
- Business correspondence and work with inbound requests

### Intern (SEO assistant), Realting.com

Sep 2020 – Nov 2020  Minsk

- Creating brochures, flyers, advertising banners using Adobe Photoshop
- Developing advertising strategies for small businesses
- Copyrighting and preparing SEO optimized content
- Setting up targeted advertising in GoogleAds, Facebook, Youtube

## Courses

### Successful Negotiation: Essential Strategies and Skills, University of Michigan

Jun 2023 – Jun 2023

### Sales Operations/Management Specialization, West Virginia University

Jul 2023 – Sep 2023