Kiryl Sennikau — Product Marketing Manager | Digital Manager
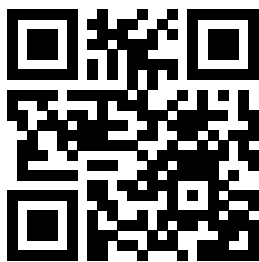
⌃ Senior
📍 Tbilisi
📷 2 000 USD/MONTH
✉ Контакт: geeklink.io/cv-34578

Навыки

Asana, BPMN Processes, Business Digitalization, Google Sheets, Jira, Lead Generation, Process Automatization, Sales & Marketing, Telegram Bot Development, Trello, Zero Code Development.

Опыт работы

- **21vek.by**

  2017-2019 - Sales Manager

  В этой компании мне хотелось получить опыт совершения продаж по телефону, что я в кратчайшие сроки получил и успешно применяю в работе.
  Первый год работал в офисе на позиции специалиста с узкой специализацией (компьютерная техника).
  Второй год перешел на удаленную работу со всеми категориями товаров онлайн-гипермаркета.
  Из достижений могу выделить активное внедрение своих предложений по улучшению работы компании.

  Обязанности:
  Консультирование и прием заказов по ассортименту онлайн-гипермаркета;
  Работа с возражениями клиентов;
  Работа с негативом клиентов;
  Обработка корзины сайта;
  Обработка заявки на кредит;
  Полное сопровождение сделки с клиентом;
  Продажа доп.услуг компании

  Активно работал с 1С: Предприятие, CRM "Битрикс 24", Infinity Call-center

- **Razmova**

  январь 2001- апрель 2001 - Project Manager

  Я координировал и помогал команде социального стартапа в сфере госуслуг создавать законодательную платформу. Участвовал в идейных сессиях и общался с командой. Фиксировал главные моменты и задачи в таск трекере. Контролировал прогресс исполнения. Направлял команду в запланированное русло. Проводил ретроспективу по выполненным задачам.

- **dev.by**

  август 2019 – октябрь 2019 - Sales Manager

  Worked with the jobs.dev.by project, the largest specialized "bulletin board" in the Belarusian IT industry.

  The main task is the fulfillment of KPI and the growth of key indicators: the accumulation of vacancies and companies on the jobboard.

  In a short period of time, the number of vacancies has been increased by 54%.

Actively worked with: amoCRM, Asana, Trello, Intercom, Zendesk, Google Docs.
Performed such operations as invoicing customers, finding new customers.

- **dev.by**

  2019 – 2022 - Business Development Manager

  Promoted the project of an anonymized database of job seekers. Improving business processes within the company. Development of crm tools to improve time management. Worked with the jobs.dev.by project, the largest specialized "bulletin board" in the Belarusian IT industry. Work with banner advertising – sale and placement on the site. Work with the project "Events" – sale and placement of event announcements.

  Software used: Hubspot, PerfectumCRM, amoCRM, Sensei, Jira, Asana, Mailchimp, Adfox, Trello, Intercom, Zendesk, bePaid, Google Docs.
  I performed such operations as control and fixation of receivables, creation of mass and personalized E-mail newsletters, automation of business processes, preparation of invoices for customers, implementation of new services and their pricing.

  I consider the most significant work achievement to be the active implementation of Sensei business processes in amoCRM, which directly affected the improvement of the efficiency of order processing, the processing of new customers, and the initiation of additional sales. This reduced time costs, which scaled sales like compound interest in investments;

  In 2020, a record was set for the number of published vacancies on jobs.dev.by – 724 (previously the result was 500).

  The department's revenue in 2020 increased by 7.67% compared to 2019.

  Of the innovations that I initiated or in which I actively participated, I can highlight the following:

  1. Synchronized working messengers (telegram, intercom) with CRM. After that, it became possible to track the entire history of communication with the client based on correspondence in instant messengers at once in one workplace;
  2. Initiated the addition of a new billing service "Premium Job" for 2 weeks (previously only 1 week). After the innovation, 95% of orders for this service come with a period of 2 weeks, which increased the average check;
  3. Participated in the process of creating a landing page for sales of job posting services. The result is adding leads from the landing to CRM;
  4. Initiated the creation and designed a telegram bot for anonymous search for candidates;
  5. Initiated the addition of the possibility of paying for services using bank cards to accept payments from different countries;
  6. Initiated the possibility of creating an account for non-residents of the Republic of Belarus from amoCRM;
  7. Initiated the addition of a pop-up on the "Salaries" page with a proposal to fill out a questionnaire for the candidate. Thanks to this, it became possible to collect questionnaires from unauthorized users from the "Salaries" page. For 10 months, the message appeared to 57846 users. Of these, 2664 (5%) switched to filling out the questionnaire;
  8. Added the ability to "sign" an invoice inside amoCRM, which made it possible to quickly work remotely – in this case, you do not need to send an invoice to the accounting department and request its scan if the customer requires it.

  In 2021:
  1. Implemented processes for processing incoming company profiles in the catalog, which now allows not to lose sight of their job posting status. At the same time, moderators regularly replenish the amoCRM contact database with "warm" customers. If there are no vacancies, company representatives are now notified about this, and with a small number of views and responses, paid promotion options are recommended, as well as individual recommendations for posting vacancies;
  2. Implemented amo messenger instead of intercom, which saves the company's budget;
  3. Recorded a record for the number of published vacancies on jobs.dev.by – 888;
  4. Recorded a record number of active companies with published vacancies – 239;
  5. Increased the budget in 2021 by 61.39% compared to the fact of 2020;
  6. 150% more bills paid for the search for specialists in an anonymous database compared to 2020. Revenue from the service increased by 766% compared to 2020.

- **dev.media**

  август 2022 – январь 2023 - Business Development Manager

  Promoted the project of an anonymized database of job seekers. Improving business processes within the company. Development of crm tools to improve time management. Worked with the jobs.dev.by project, the largest specialized "bulletin board" in the Belarusian IT industry. Work with banner advertising – sale and placement on the site. Work with the project "Events" – sale and placement of event announcements.

  Software used: Hubspot, PerfectumCRM, amoCRM, Sensei, Jira, Asana, Mailchimp, Adfox, Trello, Intercom, Zendesk, bePaid, Google Docs.
  I performed such operations as control and fixation of receivables, creation of mass and personalized E-mail newsletters, automation of business processes, preparation of invoices for customers, implementation of new services and their pricing.

Образование

- **Техник-экономист**

  Гродненский государственный университет имени Я. Купалы
  2007-2009

Обо мне

В продажах более 12 лет. Есть опыт администрирования CRM.
На последнем рабочем месте (dev.by) был ответственен за продажи + дополнительно проявлял инициативу в E-mail и CRM маркетинге.

Эксперт в области диджитализации бизнеса и его отраслей. По возможности провожу автоматизацию процессов как внутри команды, так и для маркетинговых кампаний.
С легкостью выстрою и проанализирую путь пользователя и разработаю воронку продаж. Есть опыт бизнес-аналитики. Практикую в работе разработку телеграм-ботов с помощью zero code инструментов. Дружу с вебхуками.

В приоритете сферы софт разработки, финтеха, рекрутинга, геймдев.