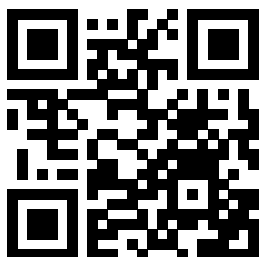


Natalia Sukhozhevskaya — Business/Sales Development Representative/Lead Generation



Senior
Беларусь, Минск
1 700 \$ (дол/мес)
Полная занятость | Частичная занятость
Удаленная работа
Релокация
Контакт: geeklink.io/cv-125538



Навыки

IT Full Sales cycle, New Business development, Outbound IT LeadGeneration, Outbound IT Sales, Partnership management.

Опыт работы

• Cogniteq

April 2016 - September 2019 - Full-Stack Sales Specialist

- Built a solid lead generation pipeline (550+), adaptable sales funnel that resulted in streamlined business revenue growth by 30%.
- Professionally managed the entire sales cycle, including prospecting, pitching, negotiating, and closing deals. Exceeded sales goals.
- Sealed 57+ Deals worldwide: the USA, California, the UK, Ireland, Canada, Israel, the Netherlands, Belgium, Sweden, Switzerland, Germany, Austria, Denmark and Singapore markets.
- Proactively approached prospects through Cold/ Warm Calling, Networking, IT Events, Personalized Outreach on LinkedIn, via Email, Upwork, Xing, FB, Instagram, Twitter.
- Organized 150+ on-site C-level client visits to establish long-term relationships.
- Successfully provided Team mentoring.

• SiliconMint

September 2019 — November 2020 - Sales Development Representative and Product Evangelist

- Signed 30+ the PoCs, negotiated bold deals with Fortune 500 companies including (T-Mobile, Finastra, Barclays, WellsFargo, Bupa, Alexander Forbes). Exceeded sales goals.
- Arranged Conference meetings/ Demo/ Discovery calls 170+ with C-level executives and multiple stakeholders from the USA, California, Canada, the UK, Western Europe, Israel, the UAE, Japan, South Africa, etc.
- Proactively attended industry events, conferences, and networking opportunities to promote the company's services.
- Enthusiastically gathered customer feedback on SaaS product enhancement and brought a lot of ideas to the table (liaised closely with the Company Founder, Product Owners, UX/UI Designers, platform engineers).

• SumatoSoft

December 2020 — August 2021 - Business Development Manager

- Conducted market research and skilfully identified potential clients and market opportunities to drive business growth.
- Opened the Dutch market for the company. Worked with the Healthcare, Logistics, FinTech, Banking, AdTech industries. Gained Opportunities and 35+ qualified leads.
- Provided investigation on Automation tools and processed leads with Expandi, Linked Helper, PhantomBuster, TexAu, Sales.Rocks, MixMax, Snov.io, Lemlist, etc.

• Intetetics

December 2021 — May 2022 - Business Analyst/ Software Business Consultant

- Created the GTM strategy for the Outbound channel and developed New business with clients from the USA and Western Europe.
- Effectively conducted C-Level meetings and processed customer requests from the Outbound, Inbound channels, also from the Research Engagement Managers. Attracted 30+ Opportunities, Leads.
- Organized 25+ meetings with C-Level executives at HIMSS 2022.
- Created the Ideal Candidate Profile and hired the skilled Lead Generation manager to help extend Automated lead generation for Intetetics.
- Conducted research and analysis to support project decision-making processes and identify opportunities for process improvement.
- Executed mentoring of the REM team.

• Enginerasoft

April 2022 — October 2022 - New Business Development Specialist

- Designed effective business hypotheses, conducted A/B testing. Built a solid lead generation pipeline.
- Worked with Outbound channel and used Multi-channel approach (Networking, Cold/ Warm Calling, Personalized Outreach: LinkedIn, Email, Sales.Rocks, XING, Upwork, Telegram channels).
- Developed and successfully realized the GTM strategy for the Logistics, E-Commerce, FinTech domain directions and opened New markets. Gained bold Brands: Zilch, CAME Parkare Group, Valtrans, etc.
- Arranged 35+ customer meetings (discovery, demo, closing): the USA, the UK, Canada, the Netherlands, Italy, Spain, Israel, Gulf Countries, etc.

• JazzTeam

February 2023 — September 2023 - New Business Development Specialist

- Initiated the meeting with C-levels of the Marketing Media Agency and JazzTeam's Head of Marketing to get the hands-on guidelines on improving the Inbound Lead Generation Channel for JazzTeam. That resulted in increased inbound leads conversion rate by 15%.
- Perfectly conducted market research. Held numerous meetings with C-level executives. Attracted customers from the Netherlands, MENA.
- Proactively approached the Outbound Leads using: Networking, LinkedIn SN, Chat GPT, Email, Warm Calling, Apollo.io, ABM, Crunchbase, ZoomInfo sales, etc). Expertly generated and qualified 75+ New Leads.
- Arranged meetups with 25+ Prospects for the sTARTUp Day, EMERGE Dubai, Telecoms World Middle East IT Events.
- Enthusiastically shared my knowledge and expertise with colleagues about JazzTeam's business development on Upwork. That resulted in bids reply by 10% and more booked clients calls.

• HQSoftware

September 2023 — May 2024 - Head of Lead Generation/ Marketing Specialist

- Set up an effective communication bridge between the Marketing, Telemarketing and Sales departments. That had an impact in exceeding MQL to SQL conversion rate, best lead nurturing, customer attraction, and thus improved business profitability.
- Proactively supported and effectively managed the Team of 6 Lead Generation managers.
- Excellently performed the Lead Generation by myself (Opportunities, 35+ leads attraction, Fortune 500 including).
- Increased LinkedIn connection rate by 25% through targeted segmentation strategies and personalized content, resulting in higher engagement and 15% boost in reply rates.
- Supervised the general workflow of the team's performance during the Web Summit 2023 and UNCTAD eWeek 2023.
- Assisted Head of Sales in calculating the LeadGen team's Effectiveness, Salary and Bonus.
- Professionally collated multiple analytical reports on completed marketing campaigns: what worked, what didn't, what and how might be improved.
- Successfully realized the KPI plan. 2 times improved the LeadGen team's result.

- **Data Pro Software (Boston, Massachusetts)**

June 2024 — April 2025 - Sales Development Representative

- Advised on strategic initiatives for New business development (IT outsourcing & SaaS).
- Scheduled and managed meetings with C-Level executives (LinkedIn, Social Media, Email, IT Events, Referrals and Strategic industry networking).
- Built and maintained a robust lead generation pipeline.
- Addressed customer inquiries and coordinated product demos.
- Led outbound outreach campaigns across the USA, Canada, Australia, New Zealand, and Europe.
- Mentored team members to drive success.

*Position eliminated due to company-wide layoffs.

Образование

- **Specialist of Intercultural communication (English & Italian)**

Minsk State Linguistic University
2008-2013

Specialist of Intercultural communication (English & Italian)

Обо мне

I am a detail-oriented and results-driven Business Development Specialist with over 7 years of experience in securing new business partnerships across the US, Canada, the UK, Western Europe, Australia, the Gulf countries, and South Africa. A strategic thinker with strong problem-solving skills, I have successfully closed over 85 customer agreements, including deals with Fortune 500 companies. Passionate about acquiring new clients and fostering long-term loyalty, I am a motivated and dedicated professional eager to contribute to my next team.