**Marina Molodkina**

**+90 534 973 61 71** ◼ schedowka2005@mail.ru

Available for Relocation and Extensive Travel

##### Award-Winning Sales Manager

Top-ranked sales manager recognized for contributions to record-setting sales figures. Offer an in-depth understanding of the sales cycle process and remain focused on customer satisfaction throughout all stages. Experienced, “fearless” and cold-caller negotiator. Results-oriented, decisive leader; adept at forging lucrative relationships with key partners, vendors, and customers.

##### Skills

|  |  |
| --- | --- |
| * New Business Development * Customer Relationship Management * Sales Team Supervision * New Account Development * Operations Management * Key Account Management | * Staff Training & Development * Contract Negotiations * Budgeting & Forecasting * Relationship Building * Complex Negotiations |

##### Professional Experience

25 Kadr-Advertising, Kamchatka, Yakutia

**Sales director**, 11.2019 - present days

Advanced to sales director role to serve as a key member of executive team developing sales strategies for advertising services tv companies. Direct the activities of 25 sales managers. Formulated selling and business-development strategies to drive revenue growth. Rapidly promoted from initial sales position. Since April 2020 I have started to train sales managers and to share the secrets of sales and customer service.

Since April I got new for me area – Republic of Sakha (Yakutia)

***Outcomes:***

* Revived operation on the verge of bankruptcy to a turnaround success story. Revamped pricing strategy, implemented effective promotional strategies, trained a high-performance sales team and helped boost corporate image.
* Fourfold annual sales volume increased within 6 month, growing sales from $0 million in 2019 to $20 million in 2020.
* Accounts receivable reduced from 50% to 0% of total sales
* Established a competitive sales force by offering aggressive compensation, desirable benefits packages and performance-driven sales-incentive programs.
* Train sales managers and to share the secrets of sales and customer service.
* **Marina Molodkina**
* Résumé ◼ Page 2

##### Professional Experience

VR Media, Bryansk, Russia

**Sales Director, 05.**2017 to 03.2019

###### Sales Manager, 11.2016 to 04.2017

Advanced to sales director role to serve as a key member of executive team developing sales strategies for advertising services tv companies. Direct the activities of 5 sales managers. Formulated selling and business-development strategies to drive revenue growth. Rapidly promoted from initial sales position.

***Outcomes:***

* Revived operation on the verge of bankruptcy to a turnaround success story. Revamped pricing strategy, implemented effective promotional strategies, trained a high-performance sales team and helped boost corporate image.
* Fourfold annual sales volume increased within three years, growing sales from $5 million in 2016 to $20 million in 2018.
* Accounts receivable reduced from 15% to 2% of total sales
* Established a competitive sales force by offering aggressive compensation, desirable benefits packages and performance-driven sales-incentive programs.

Television- radio- company «Bryansk Guberniya», Bryansk, Russia

###### Sales Manager, 2009 to 2016

Development of a television and radio company from scratch, work with the administration of the city and region, work with top officials of the city, participation in all work processes

Provided top-notch customer service of the region, as well as neighboring cities and countries.

Assisted customers in selecting services answering questions, and quickly resolving concerns.

Recruited to grow company, brand awareness and promotion of the channel and radios as a whole

Managed departments to ensure projects are on track, on target, and within budget; liaised with partners and senior leadership

***Outcomes:***

* Consistently exceeded annual goals in key metrics, such as profit, sales and customer service
* Increased sales from $0 million to $10 million within eight years.
* Ranked as #1 sales manager (out of 5) based on employee satisfaction and longevity in 2009-2016.
* Fostered a robust, sustainable network of customers from the region, neighboring cities and countries, leveraging strong listening, presentation and closing skills to optimize sales results despite previously dominant competitor advantage.
* Demonstrated an unwavering commitment to customer service, adding new customers while maintaining premium service levels with existing.
* Personally led daily meetings with executive leadership to identify opportunities for improvement relationship.
* Garnered new partnerships with both local and national businesses; new growth led to establishment and launch of second radio station.
* Received gratitude in 2014 from governor of area as recognition for exceptional professional achievement in company development
* Received certificate of honor in 2016 from regional government as recognition for exceptional professional achievement in company development

##### Education & Training

**Sales. Expert module –** University sinergy, Moscow, Russia

**Engineer, landscape gardening** **–** Bryansk State Engineering and Technology Academy, Bryansk, Russia