

Alex Kovalishin

Personal Information

Nationality: German
Work Permit: EU
Availability: 2 weeks

Contact Information

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Education

Esade Business & Law School, Ramon Llull University Barcelona, Spain
Bachelor in Business Administration - BBA 09/19-06/23
Taught in English, a 4-year undergraduate program with a major in business and adjacent courses in Microeconomics, Financial Markets, and Data Analysis ; Distinctive Honors in Microeconomics and Mathematics

Alliance Manchester Business School Manchester, United Kingdom
Exchange semester in Marketing and Management 10/22-01/23
Erasmus program during Bachelor's at ESADE

Stanford, United States Stanford, United States
Social entrepreneurship 06/18-08/18
Hands-on business foundations summer program; Final Project 3rd place winner /20

Professional Experience

Anteriad Madrid, Spain
B2B Marketing / LeadGen 11/24-Present
Project Execution Manager - US Market 06/25-Present

- Owning responsibility for lead gen campaigns with top-4 tech companies running in the US Market
- Managing a team of 20+ BDRs, ensuring KPIs and top quality of leads for the clients
- Leading campaign onboarding process, alligning with the client and internal stakeholders on targets/KPIs/execution strategies

BDR - Tech, US Market 11/24-06/25

- Established and supported first-level client relations with new and existing Google clients within the IT sector, providing opportunities for clients' business growth
- Pioneered new client engagement approach, resulting in 3x increase in team performance within a few months
- Utilizing CRM tools for maintaining organized & up-to-date records of lead interactions for up to 1000+ accounts

Electronic Arts (EA) Madrid, Spain
Digital Entertainment 06/24-08/24
Game & Marketing Localization Specialist

- Conducted console/PC QA for a Top-5 selling game of the year, ensuring corresponding product quality
- Collaborated with cross-functional teams to document and resolve product bugs using Jira and Confluence
- Took part in legal and guideline reviews, ensuring project's compliance with 1st party conditions

Beder Barcelona, Spain
B2C Marketing / Travel 03/23-07/23
BDR / Junior Project Manager

- Led web city launch project for user engagement, generating sustained traffic and doubling monthly revenue
- Analyzed sales and market engagement metrics using Excel and Power BI, optimizing business strategies
- Automated data processes with Python and VBA, streamlining reporting and enhancing strategic planning
- Managed supplier relationships, improving cost efficiency and securing long-term partnerships

Languages & Digital Skills

Digital Skills: MS Office; Power BI, Monday, Jira, Confluence, CRM; Python, SQL, VBA; Data Analysis, Market Research
Languages: English/Russian (Native); Spanish (Professional working prof.); German (Limited working prof.)

Additional Information

- Certifications: "Agile with Atlassian Jira" - Project management tools and frameworks
- Volunteering: Educational Consultant for Loyola College, guiding educational and professional development
- Competitions: Negotiation Competition winner (ESADE '21), Moscow Maths Championships prize winner ('19)