Alex Kovalishin

Team Lead & Project Manager | US Market Lead Generation
Data- & AI-Driven Sales Enablement

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Nationality: German / Russian

linkedin.com/in/kovalex/
github.com/akovalishin/My-Portfolio

EDUCATION

Esade Business & Law School, Ramon Llull University - Barcelona, Spain
Bachelor in Business Administration (BBA) | 09/2019 - 06/2023
Distinctive Honors in Microeconomics and Mathematics

Alliance Manchester Business School - Manchester, United Kingdom
Exchange Semester in Marketing and Management | 10/2022 - 01/2023

Stanford University - United States
Social Entrepreneurship Summer Program | 06/2018 - 08/2018
Final Project: 3rd Place Winner / 20

PROFESSIONAL EXPERIENCE

Anteriad - Madrid, Spain
Project Execution Manager - US Market | 06/2025 - Present
• Lead a cross-functional team of 30+ BDRs, ensuring consistent performance and lead quality.
• Designed targeted coaching programs for underperforming reps, raising KPIs by 40-60% within two weeks.
• Directed campaign launches for global clients, achieving lead targets up to 20% faster than planned.
• Partnered with clients and stakeholders to align KPIs and adapt to market dynamics.
• Implemented AI-driven tools, reducing admin workload by ~80% across teams.

BDR - Tech, US Market | 11/2024 - 06/2025
• Built and nurtured first-level client relations with leading US tech accounts.
• Introduced engagement framework, tripling team performance.
• Recognized as top performer for three consecutive months.
• Managed 1000+ active accounts in CRM systems for accuracy and efficiency.

Electronic Arts (EA) - Madrid, Spain
Game & Marketing Localization Specialist | 06/2024 - 08/2024
• Conducted QA for a Top-5 selling game of the year.
• Collaborated using Jira and Confluence to resolve bugs.
• Ensured compliance with platform guidelines.

Beder - Barcelona, Spain
BDR / Junior Project Manager | 03/2023 - 07/2023
• Led city launch project, doubling monthly revenue.
• Used Power BI and Excel to optimize strategies.
• Automated data processes with Python and VBA.
• Managed supplier relationships for cost efficiency.

LANGUAGES & DIGITAL SKILLS

Languages:
• English & Russian - Native
• Spanish - Professional working proficiency
• German - Limited working proficiency

Digital Skills:
• Data & Analytics: Python, SQL, VBA, Power BI, Excel
• Project & Workflow Management: Jira, Confluence, Monday, Agile Frameworks
• Automation & AI Tools: ChatGPT, Notion AI, Google AI Suite (Vertex AI, Workspace automation)
• Productivity & Collaboration: Microsoft Office Suite, Google Workspace

ADDITIONAL INFORMATION

• Certifications: 'Agile with Atlassian Jira' - Project management tools and frameworks
• Volunteering: Educational Consultant for Loyola College - mentoring academic and professional development
• Competitions: Negotiation Competition Winner (ESADE '21); Moscow Maths Championships Prize Winner ('19)