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PROFESSIONAL EXPERIENCE

Exaltaret, New York, NY

January 2018 - Present

Managing Director, Co-Founder

Exaltaret is a revenue and strategy advisory firm that partners with CEOs and CROs to drive value through sales and analytics, services include revenue optimization, analytics strategy, sales/marketing consulting, and pipeline creation.

- Sold go to market strategy including operations, CRM management, and inside/outside sales services.
- Created company from zero clients – 10+ enterprise clients in year 1 with average deal size \$100,000.
- Leveraged cold calling and email prospecting to generate leads (~4,000 emails and ~1,500 calls monthly).
- Lead clients in different verticals including hedge fund software, account and healthcare technology with accounts sizes ranging from 5-person start-ups to firms with \$100+million in revenue.
- Responsible for opening, operations, and leadership of New York City and Boston offices.

SmartAcre, New York, NY

August 2016 - February 2018

Senior Consultant

SmartAcre is a B2B demand generation agency, services include strategy & consulting, inbound marketing, account based marketing, marketing automation, sales enablement, data/analytics and creative work.

- Sold, developed and managed a \$1 million dollar+ pipeline.
- Prospected for new business opportunities by making 75+ daily cold calls and follow up on leads to ensure pipeline sufficiency.
- Developed ambitious sales targets based on extensive market research and analysis.
- Responsible for opening, operations and leadership of New York City office.
- Drove strategy for consulting, implementation and generating revenue with enterprise and mid-market B2B companies specifically in technology and SaaS solutions.

Cureatr, New York, NY

January 2014 - July 2016

Sales Specialist

Cureatr is a venture backed company that provides opportunities for clinicians to better help their patients with better data and insights in ways that are mobile and immediate.

- Performed product demonstrations, installations, and applications support.
- Managed all in-bound sales and developed lead generation call scripts and emails.
- Traveled throughout assigned territory to call on/meet with prospective customers to solicit orders or talk with customers.
- Attended and managed tradeshow booth for quarterly healthcare conferences.
- Built 200+ custom fields in Salesforce in leads, contacts, opportunities, products, pricing, contracts, accounts, and dashboards for reporting for senior management.

Nueterra Capital, Leawood, KS

December 2015 - July 2016

Salesforce Implementation Consultant

Nueterra Capital is a growth-oriented venture capital firm that invests in early and growth-stage healthcare companies.

- Responsible for standardizing and implementing CRM company wide.
- Built 300+ custom fields varying from leads, contacts, opportunities, products, pricings, account.
- Customized and maintained Salesforce CRM system including user setup and maintenance, role hierarchy, profiles & permissions, security, page layouts, objects, fields, workflow, approval processes, formulas, assignment rules, and data management.
- Standardized reporting for management teams.
- Trained staff on Salesforce.

Connotate, New Brunswick, NJ

September 2010 – December 2013

Marketing Coordinator

Connotate is the market leader in web content extraction using a combination of patented machine-learning technology and real-world experience to target and extract data from hundreds of thousands of web sources.

- Led a corporate rebranding that included new website, logo, templates, and collateral.
- Maintained/managed 200+ custom fields in Salesforce.
- Managed database of over 500,000 leads.
- Facilitated and moderated quarterly company webinars.
- Reported on web activity, marketing qualified leads, and sales qualified leads.

EDUCATION

Rutgers University, New Brunswick, NJ

Graduated May 2010

University of Richmond, London, UK

Summer Aboard 2007

SKILLS

- Salesforce
- SalesLoft
- Pardot
- Marketo
- HubSpot
- Google Analytics
- Fluent in Ukrainian / Proficient in Russian
- Lead Qualification/Lead Generation
- Contract/Deal negotiation
- Organizational & time management skills