

KATERYNA SHEIKO

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Professional Summary

Results-driven Sales & Marketing Team Coordinator with expertise in CRM management, B2B sales support, and online campaign management. Proven ability to analyze sales performance and user behavior to optimize conversion rates and meet budgetary targets. Strong background in customer relationship management, digital sales strategies, and multilingual communication. Passionate about continuous learning and knowledge sharing in the field of sales and marketing.

Professional Experience:

Sales & Marketing Team Coordinator

Softube AB | Aug 2022 - Mar 2025 | Östergötland County, Sweden

- Managed CRM systems to streamline sales operations and customer interactions.
- Activated new products in the company database, ensuring accurate listings.
- Provided B2B sales support and assisted distributors and dealers worldwide.
- Conducted in-depth analysis of sales performance and user behavior to improve conversions.
- Supported direct and indirect sales reports for performance tracking.
- Processed orders and handled escalations through Zendesk to enhance customer experience.
- Managed online marketing campaigns and approved email copies targeting specific audiences.
- Tracked and reported key performance indicators (KPIs) for ongoing optimization.
- Handled WEEE registration and reporting for compliance.

Soft Skills Coach / English Language Instructor for IT

English Empire | Jan 2021 - May 2022 | Kyiv, Ukraine

- Delivered specialized soft skills and English language coaching for IT professionals.
- Trained corporate clients, including Cooper & Hunter, SPAN, DTEK, Aspire Global, and Kozak Group.
- Developed personalized learning programs to enhance communication and business interactions.

English Language Trainer for IT

British Study Centres | Jan 2019 - May 2022 | Kyiv, Ukraine

- Provided language training for IT professionals to improve industry-specific communication.
- Conducted business English courses tailored to tech and corporate needs.

Human Resources Manager

Infinity Clinic Advanced Stem Cell Therapy | Aug 2018 - Sep 2019 | Kyiv, Ukraine

- Planned and coordinated administrative procedures for operational efficiency.
- Assessed staff performance and provided training to maximize productivity.
- Managed schedules, deadlines, and budgetary constraints for smooth operations.
- Oversaw marketing materials, service lists, and branding initiatives.

Sales Manager / Buyer / Sales Specialist

Picard Fashion Group | May 2007 - Oct 2017 | Kyiv, Ukraine

- Managed an e-commerce fashion retail platform, tracking market trends and competitors.
- Sourced and expanded product offerings, contributing to new brand launches.
- Negotiated contracts with business partners and maintained optimal stock levels.
- Analyzed sales performance and executed cost-effective purchasing strategies.

Media Manager

Vital Press | Sep 2002 - May 2007 | Kyiv, Ukraine

- Organized participation in printing trade fairs and managed negotiations with suppliers.
- Conducted competitive analysis to identify market opportunities.
- Developed and placed advertising strategies to enhance brand visibility.

Education

Master's Degree in Psychology & Pedagogy

Kyiv National Linguistic University

Certifications & Skills

- Microsoft Dynamics 365 Business Central, Litium, Zendesk
- CRM Management, B2B & B2C Sales, Customer Relationship Management
- Lead Qualification, Customer Retention, Account Management
- E-Commerce & Digital Marketing, Online Campaign Management
- Strategic Partnerships, Negotiation & Sales Analytics
- Multilingual: English (Fluent), Italian (Certified)

Additional Information

- Passionate about continuous learning in sales and marketing.
- Strong interpersonal and communication skills with a customer-centric approach.