

Elena Radchenko | Sales & Business Development |B2B & B2C

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SUMMARY

Results-driven Sales Manager with 4+ years of success in B2B and B2C sales. Proven ability to increase qualified leads by 30%, improve conversion by 25%, and consistently exceed sales targets. Skilled in building long-term client relationships, conducting high-impact negotiations, and developing revenue-focused sales strategies.

WORK EXPERIENCE

The Insights Shop | Full-time, Remote | Jul 2022 – May 2024

Business Development Manager

- Researched and identified high-value prospects, driving a 30% increase in qualified leads.
- Conducted high-impact sales presentations, achieving a 25% conversion rate.
- Developed and maintained long-term relationships with both new and existing customers, leading to a 20% increase in client retention.
- Conducted regular competitor analysis to inform sales strategies and ensure competitive positioning in the market.

Bauer | Full time, Office | Sep 2019 – Jan 2022

Sales Manager

- Led the presentation and launch of a key product, increasing its revenue by 19% within three months.
- Strengthened customer relationships, contributing to a 25% improvement in customer retention and satisfaction scores.
- Exceeded sales targets by 20%+ consistently, surpassing planned revenue goals.
- Developed and implemented sales strategies that enhanced overall performance and profitability.
- Trained and mentored a sales team of 4 employees, leading to a 30% improvement in individual sales performance.

EDUCATION

National Metallurgical Academy of Ukraine

Bachelor's Degree – Teacher Engineer | Sep 2017 – Jun 2019

Nikopol Professional Pedagogical College

Teacher of elementary grades and organizer of social and pedagogical assistance | Sep 2013 – Jun 2017

SKILLS

Hard Skills:

- Lead generation (cold outreach, email campaigns, LinkedIn)
- Sales funnel & CRM management (HubSpot, Monday)
- Market research & competitor analysis
- Negotiation & deal closing
- Digital marketing strategies
- Data-driven decision making

Soft Skills:

- Confident communication & sales pitching
- Relationship building & client retention
- Time management & prioritization
- Creative outreach & follow-up strategies
- Fast adaptation to client needs & market shifts
- Objection handling & problem-solving on the go