



TETIANA BACHYNSKA

SALES TEAM LEAD

CONTACTS

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Portugal

SUMMARY

Dynamic person with a passion for product knowledge and collaboration, dedicated to achieving optimal product-market fit. Over the past two years, I have worked at an innovative European tech start-up specializing in business management software for SMEs. I began my career as a Sales Executive focused on uncovering new opportunities and have since advanced to the role of Sales Team Lead. In this position, I mentor a small team of representatives across the US, LATAM, and Canada, leveraging market insights and client feedback to inform product development and drive sales performance.

LANGUAGES

ENGLISH	Proficient	● ● ● ● ●
POLISH	Native	● ● ● ● ●
UKRAINIAN	Native	● ● ● ● ●
PORTUGUESE	Beginner	● ● ● ● ●

COURSES

IBM AI Product Manager (currently)

PASSIONS

- horseriding, books, travelling, yoga

EXPERIENCE

Orderry

remote

Sales Team Leader

07/2024 - Present

- Actively sell in European markets while leading a team focused on the US, Canada, and LATAM regions.
- Identify gaps in functionality and key features through client feedback collection.
- Onboard new team members by providing training and support to improve their sales skills and product knowledge.
- Conduct market research to analyze competitors and industry trends.
- Monitor KPIs across the sales team and implement strategies to drive performance improvements and achieve sales targets.
- Collaborated with the marketing team to create targeted content, including knowledge articles, success stories, and YouTube tutorials.
- Work closely with the CEO, marketing team, product team, and technical support.

Orderry

remote

Sales Executive EMEA

11/2023 - 08/2024

- Discovered new opportunities by identifying optimal regions for future sales expansion, contributing to the company's overall growth strategy.
- Processed incoming requests for product demos and trial periods, converting leads into clients.
- Facilitated the onboarding process for new clients to ensure smooth integration.
- Monitored subscription renewals and implemented effective retention strategies for key clients.

Rockinił sp. z o.o.

Gdynia, Poland

Client relations specialist

10/2022 - 10/2023

- Contributed to a start-up specializing in organizing software courses for both B2C and B2B clients.

M klub sp. z o.o.

Warsaw, Poland

Manager

02/2022 - 10/2022

- Worked as a Salon Manager, responsible for the recruitment and onboarding of new employees, scheduling staff, handling customer complaints, and managing documentation and information flow. Organized events and training sessions, monitored expenses, and maintained strong vendor relationships.

M klub sp. z o.o.

Warsaw, Poland

Office Manager

08/2020 - 01/2022

- Managed calendar and scheduled appointments, cultivated strong relationships with clients, and oversaw supply management.

EDUCATION

University of social sciences

Warsaw

Master's in Management and Marketing

09/2021 - 09/2023

- Master's in Management and Marketing