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| **Marina Yasinsky** | New York, NY ▪ (212) 920-6765  [marina.yasinsky@gmail.com](mailto:marina.yasinsky@gmail.com) ▪ [LinkedIn](http://www.linkedin.com/in/marinayasinsky) |

**Business Development & Account Management**

Currently, in training as a Software Engineering Bootcamp student (graduating May 2023), I have built a strong foundation in HTML, CSS, JavaScript, Node.js, Express.js, MongoDB, Mongoose, React, SQL, and computer science concepts.

With over 10 years of experience in business development and account management. Accomplished and results-driven professional with expertise in customer-focused cultures, market research, and sales revenue strategies. Articulate communicator with a track record of boosting loyalty and profits. Excited to apply my unique blend of technical and business skills to drive success for your team.

**Areas of Expertise**

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| * HTML | CSS | JavaScript | Node.js | Express.js | MongoDB | Mongoose | React | SQL Computer Science Concepts | Frontend and Backend Frameworks | Data Structures and Algorithm | * Strategic Planning & Execution * Account Management & Sales * Strategic Market Planning & Analysis * Business Expansion & Growth | * Policies/Procedures Execution * Relationship Management * Profit/Revenue Optimization |

**Career Experience**

**Greenleaves Diagnostic Laboratories, New York, NY 2020 – 2021**

Business Operations Manager

Utilized data from multiple sources, including volume, productivity, utilization, and support for new initiatives by conducting analysis. Collaborated with sales and client executives to deliver business outcomes. Helped develop, communicate, integrate, and execute sales strategy. Devised and delivered training materials to ensure optimal operations.

**Key Contributions:**

* Played a key role in optimizing workflow processes while serving as the main part of cross-functional teams.
* Streamlined day-to-day corporate operations by delivering quality guidance and direction to teams of three laboratories in Texas.
* Presented, positioned, and supported solution-focused discussions, workshops, and roadmaps.

**Velocity Made Good, New York, NY 2020**

Account Manager

Built productive relationships with clients by conducting systematic reviews and implementing a consultative, long-term approach. Researched market transitions, industry trends, and customer strategies to actively identify transformational opportunities for customers. Maintained consistent coordination with accounting and production teams to resolute client invoicing and contractual questions and concerns.

**Key Contributions:**

* Optimized corporate productivity by planning and executing new user onboarding and training initiatives.
* Managed sales pipelines that led to revenue growth and quota attainment.
* Troubleshoot client issues during the project by investigating issues and maintaining consistent collaboration with product and engineering teams in India and the Philippines.
* Developed and fostered productive post-sale client relationships with a keen focus on accomplishing designated business goals.

**Zegna Baruffa Lane Borgosesia, New York, NY 2015 – 2019**

Regional Sales Manager

Contributed to maintaining accuracy and ensuring transparency by closing complex and high-value transactions. Delivered quality customer service that resulted in maximizing sales performance. Strategically positioned as a key in-house contact to spearhead all aspects of sales territory across the US and Eastern Europe.

**Key Contributions:**

* Devised and implemented robust sales strategies as well as implemented sales efforts to achieve a 44% increase in revenue in 2018.
* Improved sales processes and revamped market-driven strategy by reviewing information.
* Built and fostered sustainable relationships with key accounts at strategic and tactical levels to achieve defined business goals.
* Identified new business development opportunities by generating new business with 25 new clients across new regions.

**Douglas Elliman Real Estate, New York, NY 2013 – 2015**

Licensed Real Estate Sales Person

Conducted market analysis in adherence to customer expectations with available properties. Generated leads via social media and advertisements on real estate platforms. Negotiated transaction details by orchestrating meetings between buyers and sellers.

**Key Contributions:**

* Delivered quality assistance to clients on market conditions, prices, mortgages, legal requirements, and related matters.
* Identified new customers and promoted sales of properties through advertisements and open houses.

**Searle Blatt & Co Ltd, New York, NY 2008 – 2013**

Associate Manager

Streamlined operations of four boutiques and one online store. Built and fostered productive relationships with third-party vendors. Ensured seamless availability of material purchase management for a defined group of vendors. Utilized Searle’s in-house retail system to formulate weekly and monthly performance reports.

**Key Contributions:**

* Ensured accuracy in sales records by reconciling the online store’s sales data with the POS system.
* Administered accounts payable, accounts receivable, inventory, and customer service for an online store.
* Evaluated sales team performance of four boutiques aimed at generating sales and achieving defined business goals.

**Educational Background**

**Per Scholas**

15 Weeks Software Engineering bootcamp

**Combined Bachelor's/Master's Degree, Major: Economics**

Kaliningrad State Technical University, Kaliningrad, Russia

**Certificate Program, Major: International Business**

New York University | New York, NY

**Associate degree, Major: Business Administration**

Borough of Manhattan Community College | New York, NY

**Technical Proficiencies**

MS Office, Point of Sale System, Copper, Salesforce, HTML, CSS, JavaScript, Node.js, Express.js, MongoDB, Mongoose, React, SQL Computer Science Concepts Frontend and Backend Frameworks, Data Structures, Algorithms, QuickBooks.

**Volunteering**

Eco Project at San Cristóbal Island, Ecuador; Rescue the Rockaways, New York; NYC Marathon; NYC Triathlon