

Nick Vorobiov



Head of Sales and Business Development

10+ years of experience in building sales teams & marketing departments from scratch, increasing efficiency of existing ones, standardizing & expanding them, bringing companies to new international markets and increasing revenues & profits.

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Location: Lviv, Ukraine. Ready to relocate to Europe, USA, Canada, Australia. Ready to do business trips worldwide. Ready for remote job. 38 years old.

Skills

- build a sales department from scratch - start selling the product by myself, come up with a sales funnel and test it, develop phone sales scripts and a commercial offer, quickly and efficiently select, train and motivate sales managers
- increase the efficiency of sales and marketing departments by means of a systematic approach - implementation of a system of end-to-end analytics, CRM, regulations, sales and marketing plans, quality control system
- build or systematize the marketing of the company - define and segment the target audience, make the trade offer clear and understandable, develop selling theses, introduce new marketing tools, quickly launch online advertising campaigns

Experience

- managing sales departments up to 70 sales representatives
- personal B2B sales up to \$100 000
- giving sales pitch live to 1200 participants, online up to 500 participants
- 3 years of experience in managing an IT team
- 5 years of experience in building effective business processes
- 10+ years of experience in building partnerships, PR, and sales development

Achievements

- Captured 25% of the Moscow polyclinic market with an IT product for human resources automation
- Increased company's sales 4x in 100 days
- Brought the company to the international market - Ukraine, Germany, Czech Republic
- Opened 6 regional and 3 international branches, found partners in 24 cities
- Created 4 remote telesales departments of 5+ people from scratch, one remote digital marketing department of 20 people
- Launched 300+ automated sales funnels, 1000+ social ad campaigns, including one which brought 1670 leads in 11 days
- Developed sales scripts, work standards & guidelines, sales manager candidates selection system, sales manager candidate onboarding system
- Developed standards & guidelines for digital marketers, Facebook ad campaign specialists, copywriters, web developers, SMM specialists
- Implemented a sales analytics system to track and compare individual results of each manager and CAC of each traffic source, which decreased CAC by 50%
- Hosted 3 TV reality shows, 100+ live events

IT Skills SaaS Requirements Analysis Digital Marketing APIs & Integrations Webhooks
REST JavaScript Node.JS React Vue SQL MySQL HTML CSS PHP Symfony Perl
GitHub Bitbucket Confluence Marketing Automation Linux Apache Nginx Bash

Work Experience

Remote Job,
September 2016 —
now

ICOACH – Head of Sales & Marketing

Digital marketing agency

Sales-related responsibilities

- Managing and leading the sales department of about 5 people – daily meetings, motivating and supporting sales managers, supervising personal KPIs, helping managers to close important & complex deals
- Hiring & onboarding new managers – interviewing, selecting, making final decision to hire, teaching of product & sales script, listening to calls to assure quality
- Personal sales to key customers
- Developing sales scripts

Achievements

- Created a remote telesales department of 5 people from scratch
- Created sales scripts, work standards & guidelines, sales manager candidates selection system, and sales manager candidate onboarding system
- Implemented a sales analytics system to track and compare individual results of each manager and CAC of each traffic source
- Closed 300 deals with key partners

Marketing-related responsibilities

- Developing and launching new products and existing products to new markets – researched markets, developed customer avatars, USPs & offers, designed automated sales funnels
- Creating presentational videos
- Launching and optimization of Facebook & Instagram ad campaigns – generating ad ideas, A/B testing, managing ad campaigns
- Hiring digital marketing specialists – created job opening texts and professional tests, interviewed and tested candidates
- Leading and managing a remote team — digital marketers, copywriters, Facebook ad campaign specialists, SMM specialists, designers, web developers

Achievements

- Created a remote digital marketing department of 20 people
- Implemented an end-to-end analytics system and decreased CAC by 50%
- Developed standards & guidelines for digital marketers, Facebook ad campaign specialists, copywriters, web developers, SMM specialists
- Developed product documentation for customers
- Developed automated sales funnel, including sales letters, chatbots, sales videos and landing pages, which brought 5000 qualified leads
- Developed 12 automated funnel templates, which were implemented for 300 customers
- Launched 1000+ social ad campaigns
- Reached 90% ad campaign success rate
- Created a Facebook campaign which brought 1670 leads in 11 days

St. Petersburg,
December 2009 —
October 2016

Prorealnost – Head of Sales & Marketing

Training company

Responsibilities

- Finding, negotiating and signing contracts with regional event organisers to host our seminars
- Finding, hiring, onboarding and leading regional branch directors
- Presenting and selling services on webinars, offline seminars, in videos
- Hiring, onboarding and leading sales managers

Achievements

- Opened 6 regional branches
- Found partners in 24 cities who hosted company's seminars
- Brought the company to the international market – Ukraine, Germany, Czech Republic
- Raised sales 120% in a year

Moscow,
March 2006 —
November 2010

Dasoft – Regional Director

Software development & IT systems integration

Responsibilities

- Finding prospects – B2B cold search, cold calling
- Phone and personal negotiations
- Hiring, onboarding and managing sales team

Achievements

- Created a telesales department of 7 managers
- Developed sales scripts
- Brought the company to the new city – Moscow
- Established partnership with administration of health departments of 5 okrugs of Moscow
- Captured 25% of the Moscow polyclinic market with a product for human resources automation
- Increased company's sales 4x in 100 days

St. Petersburg,
June 2004 —
March 2006

Dasoft – Sales Team Leader

Software development & IT systems integration

Responsibilities

- Hiring, onboarding and managing sales team
- Identifying customer needs and preparing terms of reference for software developers
- Creating commercial proposals
- Developing standards for managers
- Finding prospects – B2B cold search, cold calling
- Phone and personal negotiations

Achievements

- Developed rules of operation for sales managers
- Got rid of the company's ties to the same market and star managers, hired new managers
- Systematized sales and prepared the company to scale into new markets and new cities

St. Petersburg,
June 2001 —
December 2004

Dasoft – Sales Representative

Software development & IT systems integration

Responsibilities

- Finding prospects – B2B cold search, cold calling
- Phone and personal negotiations
- Personal product presentations, negotiations, signing contracts

Achievements

- Showed the best conversion in the department - 26%.
- Repeatedly showed the best result in the number of closed transactions in the department for the month

Education

Master's Degree

2005	Master of Commercial logistics St. Petersburg State University of Economics and Finance, Russia Faculty of Commerce and Marketing
2000	Financial and business mathematics 1 year study in Technical University of Munich, Germany

Certifications and courses

2019	Sales as a system, BM Institute
2004	Master of Neuro-Linguistic Programming, Moscow NLP Centre
2001	Microsoft Certified Systems Engineer (MCSE), Microsoft

Languages

Russian — Native
English — Proficiency
German — Good
Ukrainian — Good

Personal Qualities

result-oriented, independent, thinking and talking in numbers
active, cheerful, energetic, positive, likable, charismatic
flexible and willing to learn