Penyo Kirilov Banchev

banchevpepo@gmail.com / +359-89-7717-019

https://github.com/pepoloco | https://www.linkedin.com/in/penyo-banchev

Skills

Languages: English, Bulgarian

Technologies & Tools: Hubspot, Apollo, Lemlist, Clay, Metabase, Close, Kanban, Hrefs, Semrush, JavaScript, HTML & CSS

Work Experience

Strategic Partnerships Specialist at Torg
January 2025 – June 2025
(Remote | Start-up)

- Building and maintaining long-term business relationships to support market expansion.
- Managing partnerships with key industry players, aligning collaborations with company goals.
- Leading lead generation efforts using tools like Apollo.AI and ContactOut to maintain a strong outreach pipeline.
- Creating and optimizing email campaigns through Lemlist and HubSpot automation, running A/B tests.

Sales Business Development at Torg
October 2024 – January 2025
(Remote | Start-up)

At Torg, as an SBD, I am consistently surpassed monthly sales targets, achieving over 80% of the target on a regular basis by:

- Proactively reaching out to key decision-makers, understanding their needs, and positioning our SaaS solution as the ideal fit for their business.
- Conducted discovery calls and tailored product demos to align our B2B solution with client needs, driving engagement and improving conversion rates.
- Effectively manage leads and track communications using HubSpot to ensure timely follow-ups and maximize opportunity conversion.

Software Sales Representative at IceWeb
June 2024 – September 2024
(Hybrid)

- Surpassed monthly KPIs and consistently exceeded sales targets by over 50% through effective prospecting and outreach.
- Researched and identified high-potential prospects, including C-level and senior marketing executives
- Qualified leads by analyzing their business needs and aligning them with tailored marketing solutions.
- Initiated cold outreach through calls, emails, and social media, successfully securing meetings and facilitating smooth transitions to Account Executive teams for closing.

ARTE-5YA
March 2021 – March 2024
(On-site)

General Sales Manager

- Oversaw and streamlined the company's sales processes, ensuring efficiency and alignment with business goals.
- Led comprehensive training programs for sales personnel, enhancing team performance and product knowledge.
- Presented products to clients, effectively communicating the value proposition to drive interest and engagement.
- Negotiated and closed deals, fostering long-term client relationships and maximizing revenue.

Sales Representative
Aug 2020 – March 2021

- Led negotiations with potential clients, skillfully handling objections and securing deals that benefited both parties.
- Engaged in outreach activities to establish and nurture strong B2B relationships, expanding the company's network and client base.
- Demonstrated in-depth knowledge of products, effectively presenting and recommending solutions tailored to customer needs.

Personal Project Work

Rituale App (2023)

- It's a habits app, containing all the good habits. Created, designed and coded different sections of the application.

Portfolio Project (2023)

- Developed an interactive online portfolio to showcase my skills and experiences. The portfolio servers as practical demonstration of front-end development proficiency and personal creativity, emphasizing responsive design and user-friendly navigation.

Education

University of Food Technologies

Bachelor of Science in Computer Science (Distance Learning) – In Progress
Expected Graduation: 2026

Professional School in Home Appliances

High School Diploma - Computer Networks

Certificates

- **JavaScript Advanced at SoftUni Academy**
- **JavaScript Fundamentals at SoftUni Academy**
- **Advanced React at Meta on Coursera**
- **HTML and CSS in depth at Meta on Coursera**