



# ALEXA DEMCHENKO

Communications Expert

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## EDUCATION

**Masters in Social Communication**  
Sumy State University  
2009 - 2015

**Publishing & Editing (Journalism)**  
Sumy State Uni College  
2005 - 2009

## PROFESSIONAL CERTIFICATION

**Business development, Sales & Marketing**  
Issuing authority IAMPM Issued Dec 2020

**IT Sales Management**  
Issuing authority IAMPM Issued Jun 2021

**IT Development process**  
Issuing authority IAMPM Issued May 2021

**Customer Segmentation and Prospecting**  
Issuing authority Northwestern University  
Issued Jun 2021

**Sales Pitch & Closing**  
Issuing authority Northwestern University  
Issued Jun 2021

## OTHER ACTIVITIES

Student Mentor (Business Development, Sales, Marketing) at [IAMPM](#)

## ABOUT ME

10+ years in marketing & business development, including 6 years in sales with tech companies. Data-driven and results-oriented professional. Huge ABM fan.

A team player who believes that "if you want to go far, go together". For me, communication is pure art, sometimes challenging, but always exciting.

## WORK EXPERIENCE

Dec 2022- Present  
Influ2 | Sunnyvale, CA

### Sales Development Rep

- Working alongside a team of SDRs and marketers, generating a pipeline with outbound and inbound leads; testing new approaches.
- Toolset: Influ2, Salesforce, Outreach, LinkedIn

Dec 2021 - Oct 2022  
Very Good Security | San Francisco, CA

### Sales Development Rep, Data Expert

- Working alongside a team of SDRs and BDRs, generating a pipeline with outbound
- Conducting training sessions for the team on the following topics: Prospecting at Events; How to get SAOs from Post Engagement with Expandi
- 180% SQL and 200% SAO quota achieved
- Toolset: Salesforce, Hubspot, Outreach, Snovio, Expandi, Phuntombuster, LeadIQ, Traxn, Gong, Prospectlabs etc.

Mar 2020 - Dec 2021  
Brocoders | Tallinn, Estonia

### Head of Lead Generation & Research

- Developed growth strategies and plans, researched B2B markets
- Built sales development processes and managed the lead generation team
- Communicated directly with prospects and set up calls

Dec 2017 - Feb 2020  
MindK | San Francisco, CA

### Sales Development & Digital Marketing Rep

- Developing an outbound marketing strategy
- Launching full-cycle cold outreach campaigns, roadshows Conducting intro calls with leads, collecting initial requirements for the project
- Developing a marketing and content strategy, SMM, company promotion at local events