



ALEXA DEMCHENKO

Communications/Sales Expert

10+ years in marketing & business development, including 7 years in sales with tech companies. Data-driven and results-oriented professional.

A team player who believes that communication is pure art, sometimes challenging, but always exciting.

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[LinkedIn](#)

Europe

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

Customer Segmentation and Prospecting Sales Pitch & Closing

Issuing authority Northwestern University
Issued Jun 2021

Professional Coach

International Integral Coaching School
ICF LEVEL 2
Issued Dec 2024

OTHER ACTIVITIES

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

WORK EXPERIENCE

Dec 2022 - Present
Influ2 | Sunnyvale, CA

Sales Development Coach

- Helping a team of SDRs to generate a pipeline with outbound
- Sales enablement: creating content and conducting training sessions, searching & testing new approaches
- Individual coaching and strategic sessions to improve team's results

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

Sales Development Rep, Data Expert

- Working alongside a team of SBDRs, generating a pipeline with outbound
- Conducting training webinars 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

Mar 2020 - Dec 2021
Brocoders | Tallinn, Estonia

Head of Lead Generation & Research

- Developed growth strategies and plans for B2B markets
- Built sales development processes and managed the lead generation team

Dec 2017 - Feb 2020
MindK | San Francisco, CA

SDR, Digital Marketing Associate

- 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