

Sergiy Maksymenko



Business Development | Web Development | Marketing Consultant

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Objective: To obtain the **Business Development** position in company where I can apply best practices and leverage my experience for getting new projects.

Profile: I do my job on principles of Effective Marketing and Agile Development.

Summary: IT Manager with over 10 years of experience in Mobile and Web applications delivery having a strong background in IT Sales (B2B English speaking markets), People Management, Marketing, Quality Assurance, Data Analysis and Software Engineering.

Founder and Product Owner of RealProof - Big Data and verification video service for human rights defenders.

Experience / *Freelance projects, remote, Upwork. Full-time and part-time jobs. /*

Sales Development Specialist / Tech Team Labs (TTL) / (USA / Ukraine) / techteamlabs.com

/ > 3 months / June 2018 – September 2018 / Part-time remote job /

Specialization: IT outsourcing sales for US companies

- Providing pre-sales modules what help to optimize sales opportunities and sales management life cycles
- Using active direct sales techniques
- Researching, curating and qualifying customer leads

Sales Projects for IT companies and freelancers / > 2 years / April 2016 – Now /

Specialization: Web, mobile, software development & DevOps services for US and other English speaking markets (B2B Sales)

- Providing and supervising sales activities for IT agencies
- Searching for projects by Upwork and LinkedIn Sales Navigator Features (B2B markets)
- Creating and supporting landing pages for lead generation

Data Analytics / 4 years / February 2014 – February 2018 /

- Developing of collecting, organizing, and interpreting data

SEO / >8 years / October 2009 – January 2018 /

- Actively researching, testing and proposing new approaches to improving search engine rankings
- Providing remote support, advice and tips to clients (asianentrepreneur.org, tsg-euroshell.com.ua, onlinelearningconsortium.org etc.)

Web Development Management / >10 years / From 2007 – Now /

- Managing the team of 5 people – Programmer, Designer, Copywriter, QA, SEO in Agile/Scrum environment
- Delivering 100+ projects in domains (hydroworld.com, lazarevoice.com.ua, futsal-amator.com.ua, ampglobalyouth.org, luxsys.lu, richel.fr, gd-dev.com.ua etc.)

Marketing Consulting / >10 years / From 2006 – Now /

- Developing of Marketing Strategy, MVP, Sales Plan
- Providing marketing consulting activities: SEO, SMM, PPC, Sales Plan etc.
- Marketing researches
- Projects in fields of marketing, business, public health, video data (zeppelin.ua, witness.org, hostage.org.ua, iphronline.org etc.)

Education: Diploma in Marketing at Kyiv National Economic University named after Vadym Hetman (2006)

Skills:

Good knowledge of: Salesforce, Jira, Confluence, WordPress, PHP, CorelDRAW.

Basic knowledge of: CSS, Teradata, SQL, UI/UX Design, Python, JavaScript.

Development experience: WordPress (WooCommerce), Magento.

Sales stacks experience: Python, C#, .NET, Delphi, Java, Java JS, React, React Native, Angular, NodeJS, WordPress (WooCommerce) development services, DevOps, Android + Swift (iOS) etc.

Languages: Ukrainian (fluent) Russian (fluent), English (fluent), French (beginner)

Hobbies: Music, retro cinema, bicycle, gardening, crafts from wood

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