



Olena Turkevych

sales specialist, model & interpreter

Born in Ukraine, 04.20.1993

Currently based in Bologna, Italy

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Work Experience

Atlassian Sales Specialist, GetConnected Srl | Bologna Area, Italy

November 2018 - Present

By working closely with GetConnected Sales & Marketing team, we provide knowledge, guidance and support to existing and soon-to-become Atlassian customers in selecting the most suitable Project Portfolio Management tools to any truly agile team willing to effectively plan, measure, optimize and achieve its results.

Trade show Model and Interpreter, BolognaFiere | Bologna Area, Italy

January 2014 - Present

Ensuring maximum trade show success by intelligently sharing product information with show attendees, translating business related speeches and engaging with prospects, thus efficiently generating potential sales opportunities for my exhibiting clients in trade shows such as Cosmoprof, Autopromotec, Marca, Vap Italy, Vin Italy, TanEXPO, FaRETE, Pitti Immagine Uomo and other initiatives such as "The Look of Life" powered by *MenoMale* and *ANT*, "Che Giallo" powered by *CheBanca!*

Business Advisor, Injenia | Bologna Area, Italy

January 2018 - October 2018

- Extensive consultancy service aimed to improve existing customers' internal cooperation, throughout a powered usage of G Suite collaboration tools, Google Cloud Platform and related best practices
- Responsible for Up/X Selling activities focused on a portfolio of more than 450 existing SME customers
- Responsible for G Suite SME new business opportunities development
- Weekly sales forecasting and strategy building in cooperation with Italian Google sales team, Ireland
- Sales and technical kick-off documentation management

CRM Sales Specialist, Injenia Srl | Bologna Area, Italy

April 2017 - December 2017

- Tailor made consulting services aimed to a correct implementation of cloud-based and on-premise open source CRM solutions (ZohoCRM / SuiteCRM)
- Analysis of prospect's needs, established internal processes and current IT infrastructure to the scope of an utmost readaptation of core CRM functionalities and their eventual integration with third-party software solutions.
- Constant customers support throughout the entire sales funnel
- Sales and technical kick-off documentation management

Business Development Specialist, Open Data Srl. | Bologna Area, Italy

February 2014 - April 2017

- Localization and adaptation of corporate marketing material, website and related downloadable contents
- Localization of proprietary MES/APS software solutions
- Creation and periodical maintenance of MES demo-environments for presentation purposes
- Lead generation and distributor network development
- Bulk email campaigns management
- Responsible for back office operations

Education

Buonarroti-Fossombroni State Institute of Economics and Law

2008 - 2013