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Sales & Account Management | Business Development & Customer Success

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Summary

Friendly and results-focused Sales and Account Management professional with a passion for building lasting client relationships and delivering solutions that drive measurable impact. Skilled in consultative selling, B2B and B2C engagement, pipeline management, and developing value propositions that support revenue growth and customer success. Known for clear communication, proactive engagement, and consistently achieving KPIs. Highly adaptable, with strong communication and negotiation skills cultivated through diverse roles in technology, SaaS, and Customer Support. Driven by a constant pursuit of innovation and personal development, with a deep appreciation for understanding people, interpreting their needs, and creating meaningful connections.

Skills

- B2B & B2C Sales Strategy
- Consultative Selling & Value Proposition Development
- Cross-Selling & Up-Selling Techniques
- KPI Monitoring & Sales Analytics
- Pipeline Management & Lead Nurturing
- Client Onboarding & Customer Success Management
- Collaboration & Cross-functional Teamwork
- Negotiation & Objection Handling
- Solution Selling & Technical Presentations

Relevant Experience

Coda Communications **July2024 – June 2025**
Telecommunications Network Technician Mobile, Europe-based projects
Ensured the optimal operation of mobile testing equipment, including 5G scanners and VoIP-enabled devices. Created detailed technical and descriptive reports based on test results. Collaborated with international teams to coordinate project timelines and deliverables. Provided effective solutions to technical issues through critical thinking and adaptability.

- Ensuring the optimal operation of mobile testing equipment (5G scanners, mobile phones used for VoIP, browsing, and standard calls)
- Creating both technical and descriptive reports based on testing outcomes
- Collaborating with international teams to coordinate project tasks and timelines
- Supported cross-functional collaboration between technical teams and account managers to deliver high-quality outcomes.
- Documented project deliverables and maintained consistent communication to strengthen customer trust and satisfaction.

ASANST **Nov 2023 – July 2024**
Sales Agent Timisoara, Romania
Generated new business opportunities through high-volume cold calling and proactive outreach. Maintained regular communication with prospects and clients to build trust and support sales conversion. Documented all activities in CRM systems, contributing to consistent revenue growth.

- Executed high-volume outbound prospecting, performing over 200 cold calls daily to generate qualified leads and build a robust sales pipeline.
- Delivered persuasive sales pitches and tailored solutions to drive new business acquisition and meet revenue targets.
- Managed client interactions throughout the sales cycle, from initial engagement to closing and post-sale follow-up.
- Documented activities and performance metrics using CRM tools to enhance pipeline visibility and forecast accuracy.

HPE **Oct 2022 – July 2024**

Demo Coordinator / Quotation Support Remote

Created customized quotations and proposals to accelerate sales cycles. Monitored order processing and shipping accuracy using inside software platforms to guarantee smooth client experiences. Partnered with account managers to prepare technical documentation and maintain updated CRM records.

- Created customized quotations and proposals to support sales initiatives and accelerate deal closure.
- Coordinated order processing, shipping logistics, and pricing validation to ensure a seamless customer experience.
- Maintained accurate CRM records to track engagement, pipeline progression, and conversion rates.
- Assisted sales teams in preparing technical documentation and value propositions for client presentations.

Co-Founder & Product Owner **Nov 2020 – Nov2022**

Orderro(Start-Up) Timisoara, Romania

Launched and grew a SaaS platform for the HoReCa industry. Led sales and marketing activities to acquire clients and drive platform adoption. Delivered on-site installations, customer training, and ongoing support to ensure satisfaction and recurring business.

- Launched and scaled a SaaS platform targeting the HoReCa sector, overseeing the entire business development process from ideation to market entry.
- Developed client communication and problem-solving skills by participating in discussions, brainstorming sessions, and applying constructive feedback.
- Delivered on-site software installations and client training to ensure adoption and customer success.
- Developed digital marketing strategies to generate inbound leads and strengthen brand visibility.
- Learned the importance of teamwork and efficient workflows, improving collaboration and project execution within a structured process.

Coordonater of marketing / customer support specialist **June 2020 – May 2022**

LiveHosting Datacentre Timisoara,Romania

Provided technical support and customer service for B2C. Developed marketing strategies to generate leads and strengthen brand presence. Conducted market research, created competitive analysis reports, and contributed to sales initiatives.

- Provided technical support and customer service to enterprise clients, ensuring timely resolution of issues and proactive communication.
- Conducted market research and competitive analysis to inform go-to-market strategies and sales positioning.
- Designed and implemented digital marketing campaigns to generate qualified leads and nurture prospects through the sales funnel.

- Developed communications and customer relationship management skills through daily calls with clients, which lead to a better customer success rate.

Education

Master's Degree – Strategic and Digital Marketing

- West University of Timişoara, Faculty of Economics and Business Management
  2022 – 2024

Bachelor's Degree – Computer Science (English)

- West University of Timişoara, Faculty of Mathematics and Informatics
  2019 – 2022

Languages

- English (C1) | Romanian (Native) | German (Conversational)

Software Skills

- Salesforce | Wordpress | Office package | Canva

Certificates

- Cambridge C1 Level | ECDL (Office and Desktop usage)