

LEONID TSVIETKOV

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PROFESSIONAL SUMMARY

Sales Manager and Team Lead with experience in B2C sales and digital product sales. Skilled in mentoring sales teams, optimizing sales processes, improving client communication, analyzing sales performance, and developing strategies that support revenue growth.

WORK EXPERIENCE

Sales Team Lead / Sales & Client Communication Manager | Pride Agency 2025 - Present

- Coached a team of 30+ sales representatives responsible for digital product sales, client communication, customer retention, and upselling opportunities
- Tracked and analyzed individual and team sales KPIs, including response rates, open rates, customer retention, and revenue performance, to identify improvement opportunities
- Scaled monthly team revenue from approximately \$4K to \$30K across multiple active accounts by coaching team members, optimizing sales workflows, and improving client communication
- Managed communication with high-value clients, increasing customer retention and repeat sales through tailored communication strategies
- Prepared performance reports and sales analyses using Google Sheets, Excel, and Notion to support data-driven decision-making
- Executed structured A/B tests for messaging hooks, sales copy, visual content, offers, audience segments, and customer journeys to improve engagement and conversion rates

3D – Generalist | Wirestock 2024 - Present

- Created photorealistic 3D visualizations and marketing renders for commercial clients across a variety of industries
- Produced high-quality close-up renders, lifestyle product imagery, and advertising visuals optimized for digital marketing campaigns
- Leveraged AI-assisted tools to accelerate concept development, creative production, and design iteration maintaining high visual quality
- Collaborated remotely with international clients and creative teams to create compelling visual assets
- Produced multiple visual variations to support A/B testing of creative concepts, audience segments, and marketing campaigns

"Sociolize" Student Organization | National University of Kyiv-Mohyla Academy 2023 - 2025

- Developed the visual identity and creative style of the student organization across digital platforms
- Produced and edited video content that increased audience engagement on social media platforms
- Generated ideas for visual concepts aimed at improving the organization's recognition and branding

Retail Sales Consultant | MEGASPORT 2020 - 2021

- Consulted customers on sportswear, footwear, accessories, and sporting goods, helping them select products that matched their needs and preferences
- Identified customer needs and provided personalized product recommendations to deliver a positive in-store shopping experience
- Increased average transaction value through upselling complementary products
- Supported daily retail operations, including sales floor merchandising, inventory management, and stock replenishment
- Developed strong consultative selling, customer service, negotiation, and objection-handling skills
- Used KeyCRM to manage customer data, sales inquiries, and interaction history

EDUCATION

B.A. Sociology | National University of Kyiv-Mohyla Academy 2020 - 2025

Thesis: "Social and Economic Challenges Faced by Military Personnel Who Acquired Disabilities as a Result of the Full-Scale War in Ukraine"

Conducted research on the social and economic challenges experienced by military personnel who acquired disabilities due to Russia's full-scale invasion of Ukraine, focusing on adaptation, support systems, and quality of life

SKILLS

Canva, Google Sheets, Excel, Notion, Photoshop, User Behavior Analysis, User Acquisition Fundamentals, Meta Ads Fundamentals, Marketing Analytics

Languages:

English — Upper Intermediate, Ukrainian — Native