



CONTACT INFORMATION

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ABOUT ME

Throughout my life, I have been intrinsically motivated to help people achieve their business goals and I am continuously learning how to leverage innovative technologies.

My educational background opened the doors to understanding the intricacies of technology, coupled with hands-on international experience in business operations, sales, marketing, and product development. Professional endeavours have equipped me with a strong foundation in management principles and business acumen.

I bring a unique blend of technical expertise and strategic insight to my future role in a fast-paced consulting environment.

SKILLS AND TOOLS

- Communication & Interpersonal
- Problem Solving
- Project Management
- Negotiation
- Research & Strategy
- Business Intelligence
- Agile, Scrum
- Prompting
- HTML/CSS, SQL
- Python
- MS Teams, Office Suite + PPM
- Hubspot, Pipedrive, Zoho, MS Dynamics 365, Salesforce, Odoo
- CMS WordPress
- Miro, Confluence, Jira, Asana, Trello

LANGUAGES

English	C2 Proficient
German	B2 Intermediate
Ukrainian	Native
Russian	Native

HOBBIES

Machine Learning - Reading - Travelling – Sport

OKSANA HOROBINSKA

WORK EXPERIENCE

- **Business Development Specialist | 2022 – present**
VSHN AG, Zürich, Switzerland
Primarily I was focusing on new business project development and partnership opportunities. Owned the entire sales process cycle and participated in technical solution design (Kubernetes and managed cloud-native services). Worked on the company's go-to-market strategy in collaboration with the marketing and senior management.
- **Business Development Manager (Contract) | 2017 – 2022**
Fern Wealth GmbH, Zug, Switzerland
Led global customer acquisition and generated new sales opportunities. Held responsibility for key account management. Orchestrated the CRM transition and sales forecasting. Cross-functional collaboration with the entire team. During my five-year tenure with the company, we quadrupled our clientele and assets under management (AUM).
- **Owner Digital Marketing Consultancy | 2015 - 2022**
Self-Employed, Limassol, Cyprus
Established a digital consultancy as a sole proprietor, expanded it into a small-scale operation generating six-figure annual revenue and sold the business. My primary responsibilities encompassed overseeing people operations, business growth, sales & marketing strategies, and managing daily operations.
- **Sales Manager | 2013 - 2015**
ABBY, Kyiv, Ukraine
Digital supply of OCR software products to Central and Eastern Europe, Turkey and Israel. Clients' accounts management.
- **Senior Manager of Computer Science Lab | 2010 - 2013**
Kyiv National University of Culture and Arts, Kyiv, Ukraine
Various tasks oriented to support students and professors of the Computer Labs. Maintaining IT systems and processes.

EDUCATION

Master's Degree in Information Control Systems and Technology | 2012 - 2013 |
Bachelor's Degree in Computer Science | 2008 - 2012 |
Kyiv National University of Culture and Arts

COURSES

- GitLab Sales Core - 2022
- Red Hat Sales Specialist - Red Hat OpenShift III - 2022
- Public Speaking "Toastmasters International Membership"
- Cisco Introduction to Cybersecurity - 2022
- Email Marketing (HubSpot Academy) - 2021
- The Global Financial Crisis (Yale University) - 2021
- Behavioural Finance (Duke University) - 2021
- Financial Markets (Yale University) - 2020
- United World School of English (C2 English) - 2019
- SMMA 2.0 course - 2018

VOLUNTEER EXPERIENCE

IVHQ, NGO Support (Marketing) | April 2018 | Brussels, Belgium