


# OKSANA HOROBINSKA

## BUSINESS DEVELOPMENT MANAGER | ACCOUNT MANAGER PROJECT MANAGER

 [LinkedIn](#)

 [kgorobinska@gmail.com](mailto:kgorobinska@gmail.com)

16 Nov 1991

 Zurich

 +41 79 899 83 69

Residence Permit S

## WORK EXPERIENCE

- **Business Development Manager (Contract) | 2017 – 2022**  
Fern Wealth GmbH, Zug, Switzerland  
Driving global customer acquisition by generating new sales leads and exploring new business opportunities. Accounts management. CRM management and analysis of large datasets to forecast sales revenue. Sales & marketing team management. Understanding all aspects of wealth management and investment advice.
- **B2B Digital Marketing Consultancy | 2015 - 2022**  
Self-Employed (online)  
Maintenance of client relationships and accounts. Result-driven account-based marketing, LinkedIn paid advertising, email marketing. Projects & teams management. Progress reporting, risk and budget management.
- **Sales Manager | 2013 - 2015**  
ABBYY, Kyiv, Ukraine  
Supply desktop 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  
The ability to convey information to another effectively and efficiently by supporting students and professors of the Computer Science DP. Maintaining ongoing process

## EDUCATION

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

## COURSES

- Public Speaking "Toastmasters International Membership"
- Cisco Introduction to Cybersecurity ) | Jan 2022
- Email Marketing (HubSpot Academy) | Apr 2021
- The Global Financial Crisis (Yale University) | Mar-May 2021
- Behavioural Finance (Duke University) | Jan 2021
- Financial Markets (Yale University) | Jun-Sep 2020
- Lingoda GmbH (A2 German) | Sep 2019 - Feb 2020
- United World School of English (C2 English) | Jan-Mar 2019
- SMMA 2.0 course | Apr 2018 - Oct 2019

## VOLUNTEER EXPERIENCE

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



## ABOUT ME

I have almost 10 years of international experience in business development, account management, project management.

I have recently moved from Ukraine to Switzerland and I am currently looking for a new challenge.

I am a technology-native, highly motivated and determined individual with a deep understanding of operations, sales and marketing, product development in the finance and tech industries.

Broad international project experience in Europe, North America, Israel and Australia.

## SKILLS AND TOOLS

- Communication & Interpersonal
- Problem Solving
- Project Management
- Negotiation
- Research & Strategy
- Business Intelligence
  
- CRMs: Hubspot, Pipedrive, Zoho, MS Dynamics 365, Salesforce.
- CMS WordPress.
- MS Office Suite + PPM.
- Agile, Scrum.
- Jira, Asana, Slack, Trello, MS Teams.
- HTML/CSS, Databases SQL.
- Miro, Outreach.io, ClickFunnels, Zopto, Buffer, IFTTT.
- LinkedIn + Sales Navigator, Twitter, Youtube, Facebook.
- Canva, iMovie, GarageBand.

## LANGUAGES

English	C2   Fluent
Ukrainian	Native
Russian	Native
German	A2   Beginner

## HOBBIES

Technology - Reading - Travelling – Sport