

VIOLETKA KALADJISKA

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PERSONAL PROFILE

A highly motivated and enthusiastic professional, seeking an opportunity to implement a comprehensive understanding of business, accounting and finance principles and practices, developed from BA (Hons.) in Business Studies with Finance. Thrives on working in fast paced / challenging environment and performing to an exceptional standard both independently and as part of teams in order to achieve KPI's and core objectives. An ambitious individual, always eager to learn new skills and technologies, and to apply my knowledge and expertise to solve problems and create value for the company and the customers, often thinking outside the box, very well organized with great attention to detail, striving to attain a new position and embark upon a successful career.

CAREER HISTORY

Flip App – The fast-growing mobile app company **December 2022 – Present: Sales Operations & Deal Desk Manager**

Currently leading and mentoring the EMEA Sales Operations Team, while providing operational and administrative support to the Sales team in order to guarantee maximum efficiency and enable future growth. Collaborating cross departmentally on internal systems, ensuring data integrity, tracking key deals for the month and quarter end to meet company bookings and revenue targets, keeping up on version roll outs and aligning with ever changing processes to successfully perform the order to fulfilment duties of a sales cycle. Further responsibilities:

- Evaluating and streamlining sales processes to maximize efficiency and effectiveness.
- Working closely with sales leadership to identify areas for improvement and implement solutions.
- Analyzing sales data to provide insights and recommendations for strategic decision-making.
- Generate regular reports on key performance indicators (KPIs) and sales metrics.
- Collaborate with the sales and finance teams to ensure accurate and timely sales forecasting, as well as reconciling revenue and resolving any discrepancies.
- Designing GTM structure (correct account ownership assignment in CRM for AEs and BDRs)
- Assisting in the development of sales forecasts and budgets.
- Monitoring actual performance against forecasts and budgets, providing insights for adjustments as needed.
- Oversee the implementation and utilization of sales tools, CRM systems, and other technologies.
- Provide training and support to the sales team on tools and systems.
- Implementing and managing incentive programs to drive desired behaviors and results.
- Supporting Accounts Executives in creation and evaluation of complex deals
- Focal point to deal related supporting functions (Finance, Legal)
- Responsible for validating incoming contracts, as well as for the opportunity to order process including visibility in the subscription management / invoice system.

Sitecore - The global leader in digital experience platform software **December 2021 – November 2022: Manager, Sales & Business Support**

- Pro-actively supporting sales representatives to be more efficient and to create opportunities by converting leads and managing the transaction process,
- Helping AEs to structure deals, to pursue internal approval to close deals that are documented properly.
- Review deals to ensure that contract terms, billing information, and pricing is accurate and aligned with the data inside LOS, Salesforce.
- Provide efficient and knowledgeable support to ensure successful Customer Account management is attained and demonstrated.
- Owning the order to fulfilment process for all service and licensing closed won deals in Europe, the Middle East and Africa.
- Maintaining high levels of quality, accuracy, and consistency.

Sitecore - The global leader in digital experience platform software **2021 – December 2021: Order Management Analyst**

- Auditing and verifying sales cycle integrity for each agreement.
- Reviewing and translating contracts into our internal database
- Performing rev rec and compensation calculations and review
- Managing consistent data entry processes and review

- Keeping informed and assisting on new product, system, and version roll outs and aligning with new order to fulfilment processes
- Closing each month by processing and fulfilling all closed- won deals that have been signed within the month end cycle.
- Working on system, data, or reconciliation projects during slower parts of the month.

Axflow (U.K.) - Part of Axel Johnson Group - market leading industrial group for primarily technical components and industrial process solutions.

Feb 2018 – March 2021: Sales and Orders Administrator

- Administer end to end “Quote to Order” process, including overall governance, quote creation, auditing, discount, order processing and booking, reviewing and entering contracts into our data base / CRM and assuring order fulfilment.
- Guiding the sales field on standard policies and procedures and driving significant value to the business.
- Adjusting processes and procedures due to products improvement and replacement.
- Keeping up to date information for new products, prices, processes and their adjustment
- Building and maintaining strong working relationship with key business partners: Sales RSD's, Finance, Legal, Support, Products, Partner community etc.
- Consulting with Sales on Best Practices around deal structures that adhere to company policies around Revenue Recognition, Gross Margin targets and discount approval policies.
- Coordinating with Finance Director to assist in maintaining and forecasting deal repository and Sales pipeline, month by month. Interacting closely with management to incorporate business requirements while ensure alignment with the sales process and terminology across the company.
- Supervising current team members.
- Resolving order issues with Customer Service and Finance at Month End.
- Ensuring key dashboards and reports are accurate and relevant. Collaborating with senior management to refine KPIs and interpreting results into actionable recommendations.
- Creating and distributing communication of all process changes within the sales environment.

EARLIER CAREER SUMMARY

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Rarewaves (U.K.)

Nov 2017 – Feb 2018: Accounts Payable Assistant – (maternity cover)

KBM Chartered Certified Accountants (U.K.)

Apr 2017 – Oct 2017: Trainee Accounts Assistant

Euphorium Bakery (subsidiary of Tesco)

Feb 2016 – Oct 2016: Store Manager

Sep 2014 – Feb 2016: Store Supervisor

EDUCATION

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ACCA Qualification

Ongoing

BA (Hons.) Business Studies with Finance [1st Class] – University of West London (U.K.)

2018 – 2019

High National Diploma – West London College of Business and Management (U.K.)

2016 – 2018

LANGUAGES

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English (Full professional proficiency), **Macedonian** (Native or bilingual proficiency), **Bulgarian** (Elementary proficiency)

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References available upon request.