

Victoria Huz, Business Development Manager

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LINKS

[LinkedIn](#)

SUMMARY

Client Partnerships in mobile apps and ad monetization with 6 years in sales. Experienced in both inbound and cold outbound across various communication formats, with a strong focus on ICP development and deep research to build targeted prospect lists. Worked on sales process automation, CRM and leadgen optimization, and campaign launches, while building long-term, productive client relationships.

SKILLS

Inbound & Outbound B2B Sales
(Gmail, LinkedIn, Zoom, calls)

Sales Process Automation (Clay,
Zapier, Make, Lemlist, Instantly)

ICP Development & Market
Research (Clay, Sales Navigator,
Sensor Tower, AppMagic,
Aptica, Apollo,)

CRM Management &
Optimization (Hubspot)

Lead Generation Strategy
(Clay, Wiza, Rocket Reach,
Crunchbase)

WORK EXPERIENCE

Jun 2023 — Present

Client Partnerships, Appodeal

Poland

- Doubled the number of onboarded clients
- Built an automated lead generation system, reducing time spent on qualification and lead search by 10x
- Increased client progression through the funnel and engagement by 30%
- Successfully maintained and strengthened relationships with key clients, ensuring stability and long-term cooperation

Jan 2023 — Jun 2023

Business Development Representative, MakeDeal

Poland

- Built client partnership processes from scratch, setting clear workflows and communication standards
- Defined ICP and segmentation strategy to focus on high-value prospects
- Set up and optimized lead generation processes to ensure a steady, high-quality pipeline

Oct 2019 — Jan 2023

IT Sales Manager, Skyeng

Cyprus

- Achieved 99% KPI completion over 4 years
- Able to identify client needs and close deals within 1 hour when required
- Reached up to 50% conversion rate in peak months
- Conducted training sessions for colleagues, sharing best practices and expertise

EDUCATION

Jan 2008 — Jan 2013

Modern Foreign Languages, Yanka Kupala State University

Grodno

LANGUAGES

English

C1

Spanish

A1

Polish

A1

Russian

Native speaker

CERTIFICATION

Clay

[Outbound Automation Certification](#)