

KEY ACCOUNT MANAGER

Ilona Babintseva

PROFILE

Dynamic and results-driven Key Account Manager with a proven track record in managing high-value client relationships, driving sales growth, and delivering exceptional customer experiences. Adept at identifying client needs, negotiating contracts, and developing strategic partnerships to maximise business opportunities. Skilled in cross-functional collaboration, data-driven decision-making, and enhancing brand positioning through targeted engagement strategies. Passionate about fostering long-term client loyalty and contributing to business expansion.

EXPERIENCE

KEY ACCOUNT MANAGER, DOKAGENE TECHNOLOGIES – 2018 - 2022

- Managed a portfolio of high-value clients, ensuring long-term relationships and consistent revenue growth.
- Developed tailored sales strategies to meet customer needs, resulting in increased engagement and retention.
- Negotiated contracts, pricing structures, and service agreements to maximise profitability while maintaining customer satisfaction.
- Managed and participated in tender processes, preparing proposals and ensuring compliance with requirements.
- Conducted market research to identify new business opportunities and enhance competitive positioning.
- Collaborated with cross-functional teams to optimise service delivery, resolve client issues, and improve overall satisfaction.
- Utilised data analytics to track client performance, identify trends, and develop targeted sales initiatives.

SALES MANAGER, VEGETORIA – 2014 - 2018

- Managed B2B sales, working with corporate clients and expanding the company customer base.
- Prospected and acquired new clients, strengthening market presence.
- Led negotiations and contract discussions, ensuring favourable terms for the company.

- Monitored sales performance and targets, adjusting strategies for maximum profitability.
- Worked closely with logistics and procurement teams to streamline deliveries and inventory control.

ASSISTANT MANAGER, VEGETORIA – 2011 - 2014

- Assisted in sales operations and supported management in daily business processes.
- Maintained client databases, ensuring accuracy and timely follow-ups.
- Coordinated logistics and order processing, ensuring smooth product deliveries.
- Assisted in market research and preparing sales reports for strategic planning.
- Communicated with suppliers and partners to facilitate business operations.

OFFICE MANAGER, TOPFOOD – 2010 - 2011

- Managed daily office operations, ensuring smooth workflow and efficiency across departments.
- Coordinated administrative tasks, including scheduling, correspondence, and document management.
- Assisted in budgeting and expense tracking, optimising operational costs.
- Maintained relationships with vendors and service providers to support office needs.
- Provided support to executives, handling reports, meetings, and key communications.

EDUCATION

Peoples' Friendship University of Russia, Moscow, Russia - Master's Degree in Economics (2016)

SKILLS

- Key Account Management & Client Retention
- Sales & Business Development
- Contract Negotiation & Relationship Management
- Customer Engagement & Satisfaction
- Market Research & Strategic Planning
- Digital Marketing & Brand Positioning
- Data Analysis & Performance Optimisation
- Problem-Solving & Conflict Resolution