

SVITLANA MEDVEDYK

Head of Sales & Marketing | Sales Director
GTM Lead — B2B SaaS & Tech

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Kyiv, Ukraine · Remote
(open to relocation for US-based roles)

HOW I CAN HELP YOUR TEAM

I'm a strategic operator who can own growth, lead a team, and speak credibly about how custom software gets built - not just someone chasing leads.

Here's what I bring:

- Client advisory that goes beyond the pitch — I translate business goals into roadmaps, not just proposals, and I've closed enterprise deals from cold outreach to signature
- A coaching mindset backed by a real track record: built a sales team from 0 to 20 and grew it into 80% market share — I care about growing people, not just hitting a number this quarter
- Genuine understanding of how custom tech gets built — IT Project Management certified, and I've personally stood in as project manager on live dev projects when the team needed it, not just observed from the sales seat
- Deep, hands-on AI fluency: I build my own automations and AI agents from scratch (n8n, Claude, ChatGPT) — this lets me move faster and do more than a typical hire, not just talk about AI as a buzzword
- Cross-continental coordination — I run demand gen for a US/EU market simultaneously today, syncing strategy and priorities across time zones as a matter of routine

16+ yrs B2B sales & client advisory experience	0 → 20 sales team built from scratch (Triada)	C2 English certified by Kaplan International, Berkeley, CA, USA
PM Certified IT Project Management — Web Academy	\$250K+/yr enterprise contract closed cold, zero existing relationship	

EXPERIENCE

- Head of Sales & Marketing | Brainz — AI & Blockchain SaaS

06.2022 – present

 - Own demand gen and client-facing GTM strategy end to end across US and EU markets, working directly with leadership
 - Signal-Based Outreach System: designed and launched a 5-axis lead-scoring engine from scratch — 174 leads → 42.5% connect rate → 12 calls booked, well above 2026 benchmarks
 - Built AI-driven automations for lead generation, sales, and marketing (n8n, Airtable, Claude/ChatGPT); LeadGen Control — a self-built dashboard consolidating lead-gen channel data for faster trend response
 - Stood in as project manager on live dev/AI-integration projects whenever the team needed coverage
 - FuseIQ campaign: 51 leads, 10 wins in 105 days. Kensai campaign: 21 leads, 2 deals in 42 days
- GTM & Automation Builder | Upwork (freelance)

09.2025 – present

 - Build AI-powered automation systems for B2B founders: lead-gen engines, CRM dashboards, content pipelines
 - Growth Engine: \$72K/yr saved, ~200 hrs/month saved for one client via n8n + Supabase + AI enrichment
- Head of Sales | Triada

05.2010 – 09.2015

 - Built the sales department from zero: 0 to 20 managers, documented processes, KPI systems — 80% market share in 4 years, including expansion into international markets
 - Personally sourced and closed an enterprise contract with Forbes Ukraine (UMH Group): \$250K+/year, full cycle from cold outreach to signature

Marketing Manager / Project Manager (Team Lead, 4-7) | ECPC-100 2020 – 2021

- Led a team running cohort-based repeat-purchase analysis and LTV modeling; data-driven channel decisions doubled project cash flow in 4 months, ROI 1000%+ on top campaigns

Marketing Manager (Team Lead, 1-3 staff + contractors) | Yana Luxury Travel 2015 – 2020

- Led marketing and a small team: CRM and online booking systems built from scratch, full-funnel campaigns (content, SEO, paid social)

Earlier Career | Administrative & Coordination Roles 2001 – 2009

- Assistant to General Manager (2008–2009); Database Editor, "Centre Media" (2007–2008); Private Entrepreneur (2004–2005); Assistant to General Manager, Ultra Promotion (2001–2004)

TOOLS & SKILLS

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|---|--|
| • Sales leadership: team building (0→20), KPI systems, coaching, pipeline forecasting | • AI-native automation & agents: Claude, ChatGPT, n8n, Make — daily production use |
| • Client advisory: translating business goals into roadmaps, scoping, pricing conversations | • CRM & data: HubSpot, Pipedrive, Salesforce, Airtable |

CERTIFICATIONS & EDUCATION

- Claude 101, AI Fluency Framework, Introduction to Claude Cowork — Anthropic (2026)
- n8n Intermediate (2025)
- Make.com Intermediate (2024)
- Marketing Automation School - MASC (2024)
- IT Project Management — Web Academy (2021)
- Advanced English C2 — Kaplan International, Berkeley, USA (2021)
- Online marketing — Training Center "Cursor" (2019)
- Building a B2B Sales Department — National Training Agency (2012)
- Bachelor's Degree — National Technical University of Ukraine "Kyiv Polytechnic Institute" (Publishing & Editing, 1995–2000)

LANGUAGES

- Ukrainian — native
- English — C2, certified by Kaplan International, Berkeley, CA, USA