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# ANNA TEPLOUKHOVA

## EXPERIENCE

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### CLIENT RELATIONSHIP MANAGER

#### **Evans Media Group (Jun 2020 - Oct 2021) Singapore Video Production Company**

- Build relationships with current clients
- Handle new inquiries prepared customer contracts
- New client support to sales
- Initial introduction through presentations and product descriptions
- Transfer information to the Project Manager
- Set the project budget with the Project Manager
- Follow up on payments with customers billing/invoicing
- Customer satisfaction
- Upsell through collaboration and relationships
- Build strong relationships with clients
- Receive, understand and prepare a detailed brief for the project and tasks
- Project data including project estimate and final P&L

### BUSINESS DEVELOPMENT EXECUTIVE

#### **Construct Digital (Sep 2019 - May 2020) Singapore Digital Marketing Agency**

- Responsible to drive sales, business development and client acquisition
- Identify business opportunities through market development, customer prospecting and sales pitching
- Develop networking and relationship with key decision makers and stakeholder
- Generate new leads and identify new prospects
- Manage conversion of leads to account
- Negotiate on deals and manage sales closure
- Build good network, rapport and relationship with existing and new clients

## DIGITAL MARKETING CONSULTANT

### **PurpleClick Media (Nov 2018 - Jun 2019) Singapore Digital Marketing Agency**

- Own and hit/exceed individual monthly sales target
- Qualify prospect, identify marketing/advertising needs of potential new clients
- Prepare and deliver high impact sales presentations on effective digital marketing solutions for prospects'/clients' businesses
- Negotiate effectively to acquire new clients
- Ensure professional representation in every prospect and client interactions
- Adhere to performance measurement metrics for the Sales team
- Adhere to processes and procedures across the Sales Operations function
- Carry out operational duties to fulfill client database management and facilitate proper flow of sales process and client service support function so as to achieve administrative excellence across all functional departments within the company
- Provide two-way communication between the client and internal team

## SALES & MARKETING

### **Trilogy Technologies (Jul 2018 - Nov 2018) Singapore Contract Manufacturer**

- Achieve sales targets through sales of Company products and solutions
- Develop and implement sales strategies: drive marketing and branding activities
- Generate leads via various distribution channels
- Identify new business opportunities, develop, secure and expand new customers' accounts
- Build and foster sustainable collaboration and long-term open relationship with current, potential and new clients by providing support, information, answering enquirers, recommending new products and service improvements.
- Work closely with other stakeholders on customers' requirements and delivery schedule to achieve total customer satisfaction
- Innovate and offer new ideas and approaches to garner and maximize more sales and potential partnerships so that all possible, new or enhanced opportunities are exploited

## LOUNGE-RESTAURANT MEDIA MANAGER

### **Moro (Dec 2017 - Jul 2018) Russia**

- Update and maintain brand websites, to ensure consistency and content fit
- Generate insights for improving content marketing efforts and social media campaigns
- Support demand generation activities by identifying content opportunities
- Help to create and support marketing content to socialise and use for social media purposes (e.g. videos briefs, blog posts, posts from analysts and customers)
- Develop engaging, innovative and creative content to engage audiences
- Responsible for production of marketing collaterals in support of marketing activities
- Create and implement promotional campaigns for restaurants

## SOCIAL MEDIA COORDINATOR

### **Michael's Bakery (Oct 2017 - Dec 2017) Russia**

- Creative content planning & execution across various inventories such as blog, social media
- Plan & manage merchant campaigns to fit the business goals
- Work alongside Marketing Manager to plan & execute Partnership collaborations & PR activities
- Create a sound and strong working relationship with all staff and help to develop their maximum potential
- To attend all meetings and training programs when required.

## EDUCATION

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### **BACHELOR OF ARTS IN LIBERAL STUDIES WITH CONCENTRATION IN MASS COMMUNICATIONS**

Oklahoma City University 2017  
Management Development Institute of Singapore 2013-2017

Dublin Language School, Ireland 2013  
ILC Education Group, Australia 2012  
Santa Clara University, USA 2012

## SKILLS

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- Microsoft Office Programs, Time Management
- Fluent in writing and communication in English, Russian language
- Always finding ways to improve self-knowledge of Social Media platforms
- Adept in leveraging sales technologies, software and CRM data to identify and act upon
- Leads, opportunities and sales funnels