

Liana Hakobyan

Middle Sales Manager

SUMMARY

- Experienced Sales Manager with a strong background in CRM systems including Salesforce, HubSpot, Zoho CRM, and Bitrix24, demonstrating proficiency in data entry, reporting, and lead management.
- Skilled in utilizing communication and online sales tools such as Zoom, Google Meet, Microsoft Teams, and email marketing platforms like Mailchimp and Sendinblue to drive client engagement and sales growth.
- Proven track record of exceeding sales targets by 120–160% and increasing company revenue by up to 35%, showcasing strong analytical and negotiation skills.
- Expertise in task management and collaboration tools including Trello, Asana, ClickUp, and Google Docs.

TECHNICAL SKILLS

Main Technical Skills	AWS IAM (2 yr.), Memcached (2 yr.), RAG (2 yr.), Core Location (2 yr.), Illustration and icons (2 yr.)
AI & Machine Learning	RAG (2 yr.)
Databases & Management Systems / ORM	Memcached (2 yr.)
Amazon Web Services	AWS IAM (2 yr.)
iOS Libraries and Tools	Core Location (2 yr.)

WORK EXPERIENCE

Sales Manager - IRTEK (Legal System Sales)

Duration: Oct 2025 - Present

Summary:

- Sales project focused on promoting and selling a legal system software to law firms, notaries, and private companies in Armenia
- The goal was to increase client subscriptions and company revenue by providing tailored legal system packages

Responsibilities:

- Closed 10–20 new client subscriptions per month.
- Generated 30+ qualified leads monthly through calls, demos, and client communication.
- Converted 60–80% of demos into paid contracts.



- Sold the system to top-tier clients including law firms, notaries, and private companies.
- Built long-term client relationships for repeat subscriptions and renewals.

Sales Manager - HOWO TX, SINOTRUK, SHACMAN (Heavy Truck Sales)

Duration: Sep 2025 - Apr 2026

Summary:

- Sales project involving the promotion and sale of heavy trucks from brands HOWO TX, SINOTRUK, and SHACMAN in Armenia
- The project aimed to meet and exceed sales quotas by targeting construction companies and logistics firms

Responsibilities:

- Sold 3–5 heavy trucks per week depending on season and client demand.
- Generated 20–40 qualified leads per month through active client communication.
- Negotiated and finalized contracts with construction companies and logistics firms.
- Provided accurate model recommendations to increase client return rate.

Sales Manager - GAGAT (Retail Sales)

Duration: Jun 2024 - Aug 2025

Summary:

- Retail sales project focused on increasing daily sales and upselling premium items in a store environment
- The project aimed to boost customer engagement and achieve consistent monthly sales targets

Responsibilities:

- Increased daily sales by 20–30% through active customer engagement and product recommendations.
- Sold 40–60 items per day on average during peak periods.
- Achieved the highest upsell rate in the store (15–25%).
- Brought 50+ repeat customers through friendly service and follow-up communication.

EDUCATION

- **Yerevan State University**
Bachelor's degree in Linguistics
2020-2024

