

NELLY BAKHTADZE



PERSONAL PROFILE

Cross-functional professional with global experience in driving product awareness, implementation and adoption processes internally and externally throughout various sectors and businesses. Extensive experience in customer relationship management, new user onboarding, user engagement, and customer support.

HIGHLIGHTS

Covered the consortium of 14+ global financial institutions, such as Bank of America Merrill Lynch, Goldman Sachs, JP Morgan Chase. Collaborated on product adoption initiatives across 75+ sell/buy-side financial institutions in Americas, EMEA, APAC, SEA .

AWARDS

CEO recognition on project success
CFO recognition on performance and execution

LANGUAGES

English (Native)
Georgian (Native)
Russian (Fluent)

WAYS TO REACH ME:

Mobile Phone: +1 305 613 5946
Email Address: nellygeo1111@gmail.com

WORK HISTORY

DIGITAL MARKETING CONSULTANT

TECHJELLO DIGITAL MARKETING

Georgia | 2019–Florida | 2021–Present

- Consulting privately held companies, local manufacturing companies and insurance providers in various capacities
- Managing customer relationships, conducting training sessions, presentations and responding to customer inquiries on a daily basis
- Conducting market research and producing reports and recommendations
- Implementing digital tools and workflows relevant to the company
- Developing multi-channel digital marketing campaigns and content
- Devising lead acquisition and retention strategies
- Monitoring the performance and making ongoing recommendations
- Actively participated in research projects such as United Nations research on the local packaging industry

HEAD OF BUSINESS DEVELOPMENT

PRESTWICK HOLDINGS (FUND)

NEW YORK | 2017–2019

- Identified and implemented end-to-end business solution platforms
- Developed synchronized marketing, sales, and operations processes
- Configured straight through back/front end business workflow tools
- Managed day to day vendor, partner, and customer relationships
- Drove sales through lead generation and qualification processes

DIRECTOR OF MARKETING

EYZENBERG & CO (REAL ESTATE INVESTMENT BANK)

NEW YORK | 2017–2017

- Drove digital automation processes
- Devised digital workflow plan
- Integrated digital marketing automation platforms
- Trained employees on company value proposition and presentations
- Lead internal and external corporate digital communication initiatives
- Provided ongoing recommendations on engagement efforts to the CEO

COMMUNITY SPECIALIST

SYMPHONY COMMUNICATIONS (FINTECH)

HONG KONG 2017–2017

- Was designated regional community ambassador for SEA/APAC
- Supported local product launch with three large global accounts and increased product adoption in Hong Kong and Singapore
- Actively participated in industry forums and initiatives, including the Goldman Sachs hosted Macro Conference that generated high-touch sales opportunities
- Trained local staff on sales, adoption, and product as well as the customers at assigned financial institutions

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AREAS OF EXPERTISE

Customer relationship MGMT
Customer engagement
Community engagement
Strategic Planning
Project Management
CRM Integrations
Digital Marketing
Marketing Collateral
Product Adoption and Processes
Presentations/Webinars/Trainings

BUSINESS PLATFORMS



EDUCATION

Tbilisi State Medical University
Tbilisi Saero University- BBA

CERTIFICATIONS

NYU SPS- Financial Markets
Baruch College- Real Estate

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WORK HISTORY

COMMUNITY SPECIALIST

SYMPHONY COMMUNICATIONS (FINTECH) NEW YORK 2015-2017

- Supported end-users with front and back-office workflow products and services, including integrations for market data consumption, as well as access to proprietary and 3rd party data analytics and other workflow solutions
- Designed easy-to-follow quick tips and use cases for the front, middle and back-office users
- Generated new business by creating user excitement at industry events and conferences, such as Goldman Sachs Macro Conference
- Increased user engagement at on-site training sessions and conferences through over 1000 end-user training sessions (WebEx sessions, live presentations, and 1:1 meetings with executives at financial institutions)

SALES OPERATIONS SPECIALIST

SYMPHONY COMMUNICATIONS (FINTECH) NEW YORK 2014-2015

- Implemented processes essential to sales productivity
- Was in charge of CRM workflow planning, configuration, and alignment with other department's operational systems and requirements
- Collaborated with global senior management at various departments to implement marketing, support, business development, and finance functions
- Managed 3rd party vendor relationships, budget allocations, and approval processes
- Successfully delivered CRM implementation project, presented and trained global sales and support departments on new operational workflows and requirements

PROJECT MANAGER

PERZO, NOW SYMPHONY NEW YORK 2014-2014

- Was responsible for delivering the project with a limited budget and deadline
- Saved the company .25 M in contract and service negotiations
- Successfully managed over 40 contracted service providers throughout the project
- Maintained strong relationships with all project stakeholders
- Exceeded project expectations on budget, result, and timing