



GEORGI BARDAROV

PERSONAL PROFILE

Results-driven sales professional with 5+ years of B2B experience and a passion for optimizing processes through technology and AI. Proven track record of exceeding quotas while mentoring colleagues and implementing automation that reduces inefficiencies. Naturally drawn to identifying bottlenecks and developing scalable solutions that enable teams to perform at their highest potential.

CONTACT INFO

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SKILLS

Soft

Sales
Leadership
Communication
Decision making
Problem - solving
Time management
Project management

Hard

Linkedin Sales Nav
ChatGPT, Claude
Microsoft Office
Salesforce
Apollo.io
Hubspot
Clay

LANGUAGES

Bulgarian - Native
English - Level C1
German - Level A1

WORK EXPERIENCE

Business Development Representative

Progress | *Dec 2024 - Current*

- Finding potential opportunities for MOVEit
- **Results:** 120% of Quota for Q1; 197% for Q2; 164% for Q3
- Trained and onboarded 2 new colleagues - one of them brought results within 1 month
- Constantly helping the team with informal coaching on cold calling, cold emailing and prospecting
- Delivering optimisation for the processes like lead routing and easier information scraping

GTM Engineer

StackOptimise | *Jun 2024 - Current*

- Building campaigns that bring constant flow of leads
- **Results:** 5 meetings booked within 1 month of starting; Achieved 1.5% reply rate for campaigns (vs <1% on industry benchmark)
- Thinking very strategically on what would be the best approach towards cold leads
- Leveraging newest AI technologies and automations like Clay, Claude, Make.com and Trigify.

Business Development Executive

MarketStar Bulgaria | *Nov 2022 - Apr 2024*

- Working with different tech companies as an external BDR
- **Results:** Top performer for Q3 2023 (opening highest number of opportunities for clients)
- Booked atleast 5 demos/month for each client
- Building ICPs for clients and creating outbound B2B GTM strategies
- Handling responses - working with objections, scheduling appointments

PROJECTS

Levcheto 2022 - Event for Financial Literacy

- Led a team of 5 to execute the final event
- Results: attended by 160 people in Sofia
- High-pressure project management due to strict deadlines

ACADEMIC HISTORY

University of National and World Economics, Sofia

Bachelors in Finance, Accounting and Financial control; Grad. 2023
GPA: 5.67/6.00