

Paterylo Illia



SKILLS:

- Natural affinity for hospitality
- Problem Solver
- Good with numbers
- Ability to work under pressure
- Strong work ethic
- Ambition & Creativity
- Languages:English-intermediate,Russian ,Ukrainian-native

Nationality-Ukrainian
Immigration Status-
Temporary Protection

Professional summary:

_Over 10 years experience of working in all positions in restaurants,from a waiter to a bar manager position,also 5+ years in alcohol wholesale,from sales manager to a winery brand ambassador.Skills in negotiations,public speaking.Intermediate English,native Russian and Ukrainian,ready to learn few more languages.Ready to start with entry level to relocate.



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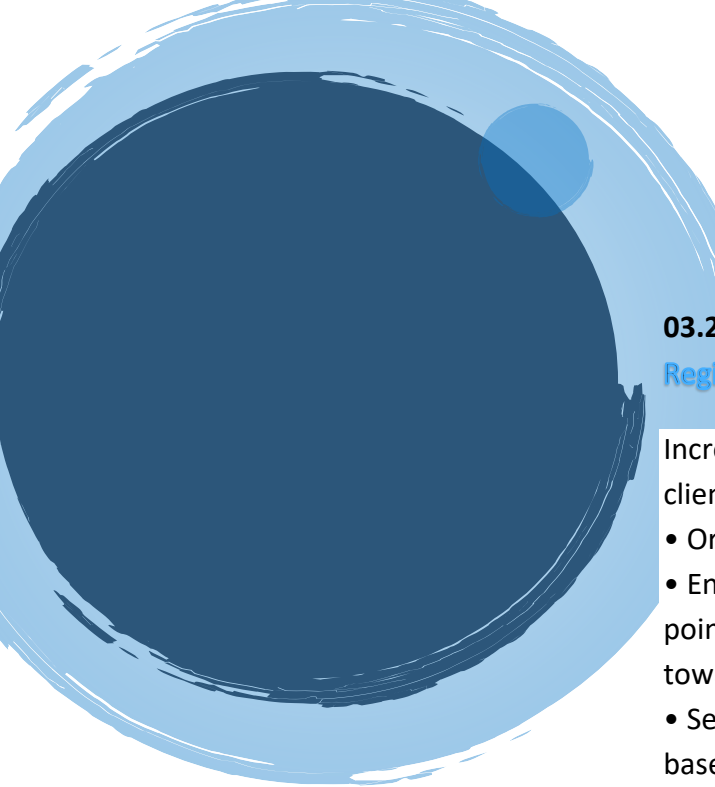
<https://www.instagram.com/iliapaterilo/>

JOB EXPERIENCE

11.2020 — 04.2022

Brand Ambassador • Belbek Winery,Sevastopol,Crimea,Ukraine

- Responsibility as a sales manager at the same time
- Achieved sales growth in region x10 for two years,client base increased from 115 to 283 entities.
- Conducting master classes, dinners and product tastings.



03.2020 — 01.2022

Regional Sales Manager • Zakharyn Winery, Sevastopol, Crimea

Increased in gross volume of sales in the territory for 236%. The client base increased by 200%.

- Organization of interaction between the Distributor and outlet.
- Ensuring the availability of a full range of products at the final points of sale, merchandising, the formation of a loyal attitude towards the products of sellers and buyers.
- Search for new clients and development of the existing client base in the channels of traditional retail, network retail, HoReCa
- Conducting master classes, gastro-dinners and product tastings.
- Control of the market, pricing, competitors.

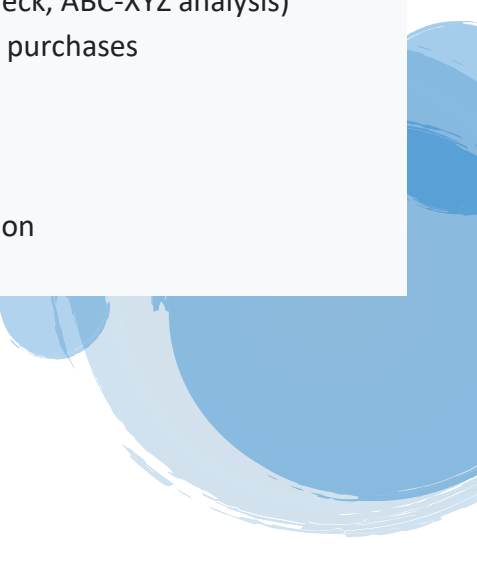
04.2019-09.2021

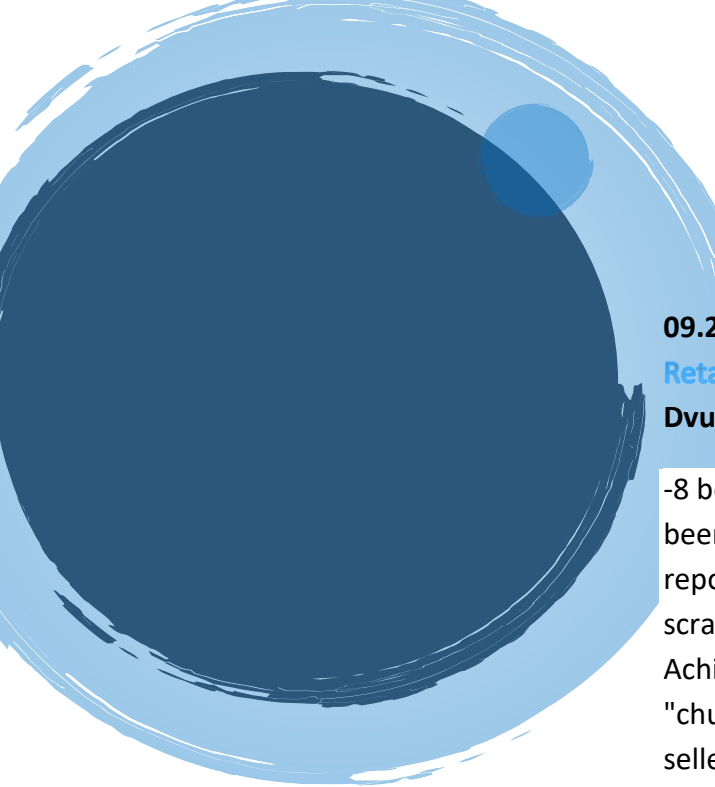
Sales Manager • Goodwine (Alcohol wholesale Distributor), Simferopol, Crimea, Ukraine

- Increased client base for 250% in territory
- Increased gross volume sales for 894% for first year of work. For the second year increase was 217%.
- Work with accounts receivable
- The 85% of the portfolio was represented by world wines.
- Organization and self-made presentations, product tastings, staff trainings

08.2018—04.2019

Liquor Store Manager • Grandstrim (Liquor Store), Kerch, Crimea, Ukraine

- Analysis, control and improvement of store performance indicators (gross profit, average check, ABC-XYZ analysis)
 - Analysis of sales and formation of purchases
 - Direct work with VIP clients
 - Control of pricing principles
 - Control of receivables
 - Maintaining primary documentation
 - Merchandising
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09.2016 — 08.2018

**Retail Supervisor Manager • Trade House
Dvukhgornoe, Simferopol, Crimea, Ukraine**

-8 beer stores in submission -Organization of the work of a draft beer store "from scratch" -Work with providers -Preparation of reports for each store -Automatization of all retail outlets "from scratch" - Recruitment, supervision and training of staff - Achieved a gross volume above the competitors and stopped the "churn" of personnel in the outlets entrusted to me sellers and buyers.

09.2014-09.2016

**Bar Manager • Persona Grata
Restaurant, Simferopol, Crimea, Ukraine**

-Negotiations with beverage distributors
-Compiled and implemented a wine list and a bar list for 120 positions
- Analysis of sales and formation of orders
- Organization of trainings for staff

EDUCATION & TRAININGS:

Wine&Spirit Education Trust, Level 2-12/2020-98%

Public Speaking Training-04/2021

Rough Negotiations Training-09/2021

Speech Technique Training(Russian Language)-10/2021

Dnipro National University-Economics-2011



