

SASHA TARASOVA

HEAD OF SALES, BUSINESS DEVELOPMENT

LUXURY & HIGH-VALUE MARKETS · REVENUE GROWTH · STRATEGIC PARTNERSHIPS · E-COMMERCE

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PROFESSIONAL SUMMARY

Sales and Business Development leader with 9+ years driving revenue growth, high-value client acquisition, and market expansion across the luxury and e-commerce sectors. Builds and scales the sales, partnership, and CRM infrastructure that turns relationships into repeatable, profitable revenue.

Leads cross-functional teams across sales, marketing, and operations, and partners directly with executive leadership on growth strategy, M&A, and new revenue streams—pairing UHNW client instinct with data-driven rigor on conversion, retention, and forecasting.

CORE EXPERTISE

BUSINESS DEVELOPMENT & GROWTH

Business Development · Strategic Partnerships · Revenue Growth · Market Expansion · New Revenue Streams · High-Value & UHNW Client Acquisition

COMMERCIAL & DEAL-MAKING

Deal Negotiation · High-Value Transactions · Wholesale & Distribution · Margin Optimization · P&L Awareness · M&A Advisory

SALES LEADERSHIP & OPERATIONS

Sales Strategy · Pipeline Development · CRM Strategy (HubSpot) · Sales-Process Automation · Forecasting & KPIs · Conversion & Retention

LEADERSHIP & BRAND

Cross-Functional Team Leadership · Executive Collaboration · Luxury Client Experience · Brand Positioning · E-Commerce / Omnichannel · Stakeholder Management

EXPERIENCE

Jack Weir & Sons / Trumpet & Horn (subsidiary) · Los Angeles, CA

2020 – May 2026

Head of Sales & Business Development

Promoted to lead sales, business development, and strategic partnerships across retail, wholesale, and private-client channels.

- Drove \$7M+ in annual revenue, achieving 30%+ YoY growth through high-value client acquisition and relationship development.
- Built and optimized CRM and sales-pipeline infrastructure (HubSpot) from the ground up; automated workflows sustain a 38% returning-customer rate.
- Led a UX/UI optimization project with an outsourced team, producing a 54% traffic increase and an 80% lift in qualified leads for the sales team.
- Directed paid-media and SEO teams to a 4.0+ ROAS and a 99% increase in conversion rate.
- Developed strategic partnerships and wholesale relationships to expand distribution, inventory access, and revenue opportunities.
- Served as a core member of the senior leadership team, advising the CEO on growth strategy, M&A initiatives, and new revenue-stream development across retail and wholesale.

SecurCapital Los Angeles, CA

2019 – 2020

Marketing Manager

- Built and launched revenue-generating consulting services, driving \$137K in new revenue.
- Led cross-functional web and digital projects, delivering \$67K in client revenue.
- Increased website traffic by 93% through an SEO and digital strategy across WordPress and Squarespace.
- Supported business development and executive strategy across 75+ client presentations and pitch decks.

Golden Impala Los Angeles, CA

2018 – 2019

General Manager

- Increased team efficiency by 25% by implementing KPIs and task-management systems (Trello).
- Introduced HubSpot CRM to systemize and automate sales and marketing processes.
- Led end-to-end recruitment and performance management of a 6-person team; built internal and customer-service systems supporting the CEO's exit strategy.

Executive Assistant

- Delivered white-glove concierge service to club members and surgeons, coordinating high-end events and bespoke client experiences that generated \$125K in revenue.
- Launched social-media campaigns for a subscription-based line, driving \$30K in new revenue.

SELECTED INITIATIVES

E-Commerce Channel Launch

Built a direct-to-consumer channel inside a legacy B2B business—now responsible for ~50% of revenue and ~70% of profit—owning the funnel, content calendar, and acquisition strategy end to end.

Revenue Operations & CRM Build

Stood up CRM, pipeline, lead attribution, and automated workflows from scratch, scaling first-time customers by 254% and lifting conversion to 39% and repeat-client rate to 34%.

VIP Re-Engagement Program

Designed targeted outreach to dormant UHNW and high-net-worth segments, generating \$570K+ in incremental revenue.

EDUCATION

M.A., Corporate Communication

University of Colorado, Boulder — GPA 4.0

Focus: Strategy, Media, Crisis Communication, ESG/DEI

B.A., Communication Studies

California State University, Northridge — GPA 4.0

Summa Cum Laude · Dean's List (Top 50 of 34,600) · Published writer, The Sundial

LANGUAGES

English (Native) · **Russian** (Native) · **Spanish** (Professional Working Proficiency)