**Ina Bakalova**

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**WORK EXPERIENCE**

***Founder & Product Manager, The Content Accelerator Jun 2018 – Sept 2022***

Created the [Content Accelerator](https://cocoonsocial.vipmembervault.com/products/courses/view/1084982) (an online product to help property investors raise finance & grow their business) and grew it to ~£8,000 MRR within first 16 months

* Built initial prototype/minimum viable product around users themselves; conducted user research whilst serving clients & packaged my [marketing services](https://inabakalova.carrd.co/) into a more scalable model (an online training program)
* Designed the product to solve the specific challenges property investors were experiencing, which ultimately led to them generating over £680,000 of tracked revenue &/or investment inside the program
* Led team of three (content writer, video editor & community manager) through several product launches & pivots, all whilst maintaining the overall vision & delivering an excellent user experience inside the community
* Developed blog & all landing pages, using A/B testing to continually increase web page conversion rates
* Used software to completely automate user enrolment & most aspects of program delivery, saving time & costs
* Increased program completion rates from 23% to 92% (the industry average for online programs is 13%); tracked relevant metrics and, combining with user feedback, used these insights to inform the product roadmap

***Account Executive,*** [***Darktrace***](https://darktrace.com/) ***Feb 2017 – Mar 2018***

Product specialist at B2B SaaS machine learning & AI scale-up (now valued at over $1.25bn)

* Led C-Level customers (CTOs, CIOs & CSOs) in key FTSE250 accounts through trial of Darktrace technology
* Successfully closed deals ranging from £36k - £120k ACV & achieved excellent feedback on customer service
* Collaborated with multidisciplinary internal teams (engineers, leadership, commercial) to inform product roadmap, acting as an advocate for the new features my customers needed

**EDUCATION**

***BSc Geography, University of Bristol 2012 - 2016***

Undergraduate Bachelors, subjects included: research methods, space planning & design, user behaviour

* Graduated with First Class Honours (top 7% of year group)
* Achieved one of the top Geography dissertations, concerning how people interact with spaces & how different aspects of the built environment influence the user experience
* Consistently achieved >70% in essays that used qualitative & quantitative research methods (statistics, surveys, interviews, focus groups)

**INTERESTS & ACCOMPLISHMENTS**

**Learning about consumer behaviour. Favourite Podcast:** How I Built This **Favourite Entrepreneur:** Sara Blakely

**Favourite Books:** Hooked, The Choice Factory, Alchemy, Predictably Irrational, Zero to One

**Property Investing:** I create co-living spaces by renovating properties specifically around the end user. My latest investment, designed for young professionals, has achieved near 100% occupancy due to the design & usability of the space (when the average industry occupancy rate is 78%)

**SKILLS**

**Languages:** English (native), French (proficient), Bulgarian (fluent)

**Tools:** Notion, SPSS, Excel, Asana, Airtable, LeadPages, Wordpress, Google Analytics, ActiveCampaign, EasyWebinar