

Eduard Costache

Sales Executive & Entrepreneur

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Summary

High-performing Sales Executive with 777 sales in the past year and a passion for exceeding targets. Skilled in closing, relationship-building, and motivating teams to reach new heights.

Known for coaching and inspiring colleagues, boosting performance, and driving customer success. With a First-Class BSc in Computer Science, I bring a tech-savvy, data-driven approach to sales.

Energetic, driven, and obsessed with results, I turn goals into records.

Experience

TED Experience

Feb 2024 - May 2025

Sales Development Representative

London

Hybrid B2C and B2B role building valuable connections with customers and business owners. Played a vital role in setting high standards in the business by breaking records within the company that would turn into updated KPIs. Acknowledged for being a team player, mentoring and coaching new starters which contributed to improved team performance and success.

- Achieved 777 total sales, reaching the top 3 in the national leaderboard.
- Broken the company's "Most sales in a day" record by attaining 18 sales. A 38% increase over the previous 13 sales record.
- Broken the company's "Most sales in a month" record by obtaining 181 sales. A 4.5x increase above the monthly average.

Community Fibre

Sep 2022 - Nov 2023

Sales Executive

London

Community Fibre posed many challenges which I was able to learn from and grow, eventually becoming a recognised Sales Executive within the company. I played a vital role in generating leads, managing territory, setting appointments and managing data within the CRM. A typical sales cycle will last 2 weeks, which taught me how to nurture and maintain leads with follow-up calls and a successful customer journey.

- By creating my own territory route managing system, I decreased lead generation time & effort by 15% while maintaining the same output.
- Scaled up to 40 sales on a monthly basis, a 17% monthly average at the time.
- Generated around £10,000 in LTV.

Antzara Organisation

Nov 2021- March 2022

Sales Executive

London, Canary Wharf

The beginning of my career started at Antzara Organisation with very demanding KPIs and restraining commission structure. Nonetheless, I became a renown figure within the company, constant sharing tips and teaching teammates. Building and running a team of 3 sales executives while maintaining my main role of cold outreach and closing deals.

- Promoted to Team Leader within a short time and running a team of 3 Sales Executives.
- Awarded "Salesman of the country", an internal award for getting the most sales in a single day during a contest.
- Being invited to give a public talk on sales and leadership.

Education	City, University of London	2018 - 2021
	BSc Computer Science	
	1st class Honours	
	Obtained a background in tech, making me deadly at using and creating computer systems to aid me in work related and personal tasks. Building and creating relationships by working in teams and coordinating the creation of projects together.	

Skills	Communication
	Efficiently communicating with customers and business owners
	● ● ● ● ●
	Leadership
	Taking accountability and leading a group of people towards success.
	● ● ● ● ●
	Problem Solving
	Executing plans and implementations to solve problems swiftly
	● ● ● ● ●
	Lead Generation
	Generating new potential prospects by applying 4 types of outreach methods
	● ● ● ● ●
	Data-Driven Decision Making
	Using data and metrics to refine sales strategies and boost results
	● ● ● ● ●