IRINA SHATALINA

Project Manager | Learning Operations | EdTech & Digital Learning
Limassol, Cyprus | +357 9618 6493 | ireneshatalina@gmail.com
shatalina.netlify.app | linkedin.com/in/shatalina | Telegram: @ishatalina

PROFESSIONAL SUMMARY

Project Manager with 9+ years of experience managing cross-functional programmes, operational processes and digital products in telecom, fintech, media and EdTech.
Launched products and programmes from idea to scale: brought MegaFon's digital banking card to market (Innovative Project of the Year 2018), drove 42% user-base growth, increased IVI's ARPU in the CIS by 35%, oversaw 14 international integration projects, and now grow CopyBet's affiliate function, which delivers up to 67% of the company's new depositing users.
Certified Neurointegration Trainer (ICF-accredited), with 300+ hours of adult-learning practice.
Interested in roles in Learning Operations, Learning Program Management, EdTech, Corporate Learning and learning platforms, where I can combine programme management, improvement of learning processes, work with data and development of educational products.

KEY AREAS OF EXPERTISE

Programme & project management: Agile, Scrum, Kanban, SDLC, project lifecycle management, cross-functional collaboration, stakeholder management, OKR/KPI, process optimisation, change management.

Learning programmes & people development: adult learning, facilitation, workshop design and delivery, coaching, community building, participant engagement, behavioural change.

Operations management & analytics: Learning Operations, onboarding, CRM operations, data analytics, reporting, KPIs, quality control, process improvement, data-driven decision making.

Partnerships & business development: strategic B2B partnerships, Partner Lifecycle Management, Customer Success, negotiations, onboarding, partner retention and development, contract work.

Tools: Jira, Confluence, Notion, Miro, Trello, MS Project, Visio, AppsFlyer, Income Access, Amplitude, Google Analytics, Excel / Google Sheets, Figma (basic).

EXPERIENCE

CopyBet — Partnership Manager Feb 2024 – Present
Limassol, Cyprus | Official partner of Queens Park Rangers FC

- Manage the operational side of the affiliate programme together with the Partnership Lead: processes, analytics, technical onboarding and collaboration across Product, Finance, Legal and Compliance. The channel delivers up to 67% of the company's new depositing users.

Partnerships — sourcing, negotiation, retention.

- Manage a portfolio of 100+ active partners and 300+ sites in the UK market, including tier-1 publishers (Better Collective, Reach PLC, Gambling.com, GiG Media, Oddschecker).
- Lead a strategic review of commercial terms across the portfolio: updating T&Cs, cutting underperforming partners and shaping current terms for key accounts.
- Retain partners and upsell commercial terms through regular performance reviews and quarterly calls.

Operations — CRM, attribution, processes, quality control.

- Design and manage the partner onboarding process: systems setup, integration quality control, documentation, reporting readiness and launch of new partnership programmes.
- Coordinate the rollout of new processes, terms and product changes across the entire partner network, ensuring timely adoption and shared understanding of changes.
- Reduced suspicious traffic and Bonus / CPA-hunter activity through monitoring processes and rapid traffic freezing, improving the reliability of the partner programme.

Analytics — performance, reporting, anomaly detection.

- Prepare monthly partner reporting (commissions, flat fee, deposits, deposit-to-user, retention, channel traffic distribution) and turn raw data into decision-ready insights for leadership.
- Run cross-system data reconciliation across AppsFlyer, Income Access and the internal CRM: detect attribution discrepancies, track anomalies and protect the marketing budget from partner overpayments.
- Track partner-traffic quality KPIs (gross revenue, deposit-to-user ratios, suspicious-behaviour signals) and support data-driven decisions on continuing/stopping cooperation and on commercial terms.

Cross-functional delivery — Legal, Finance, Product, Compliance.

- Coordinate operational processes across Finance, Product, Compliance and Legal, ensuring timely delivery of dependent tasks and uninterrupted operation of the partner programme.

IVI online cinema — Project Development Manager Dec 2019 – Jul 2020
Russia & CIS's largest VOD service | International Development department

- Managed a portfolio of 14 international integration projects with telecom operators across the CIS and Georgia, coordinating product, technical and commercial teams.
- Optimised user-acquisition processes through partner channels, cutting acquisition cost by 15% while maintaining growth.
- Increased IVI's ARPU in the CIS by 35%, delivering 100%+ of the H1 2020 revenue plan.
- Audited partner contracts, eliminating revenue leakage and improving the transparency of commercial terms.

MegaFon — Product Manager, New Business & Partnerships Sep 2017 – Dec 2019
Russian "Big Four" telecom operator, 77M+ subscribers

- Led a digital product launch from concept to market, coordinating product, legal, marketing and banking teams; the project won "Innovative Project of the Year 2018".
- Grew MegaFon Bank's active user base by 42% through strategic partnerships with Visa and Mastercard and joint marketing campaigns.
- Increased the "Auto-payment" user base by 20% through partner promos and improved activation flows.
- Lifted conversion of the "Auto-payment" and "Top-up" pages by 30% through UX/UI redesign.

1C — Business Analyst, Complex Projects Division Jun 2016 – Jun 2017
Russian leader in business software and ERP solutions

- Completed, on time, the data migration of DOM.RF (the state housing-finance agency) to the new "1C: Holding Management" platform.
- Developed a user-adoption programme for the new system: created training materials, ran training sessions, supported employees through the transition and ensured successful change adoption.

EDUCATION

HSE University (Higher School of Economics) — Master's, Business Informatics & E-business, 2017

MESI (Moscow State University of Economics, Statistics and Informatics) — Bachelor's, Applied Informatics, 2015

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Certified Neurointegration Trainer (NIT-D-155) — Neurointegration Institute, California, USA. ICF-accredited programme; 120 hours of theory + 180 hours of supervised practice. Issued November 2023.
- Professional Retraining Diploma "Neurointegration Trainer" — Neurointegration Institute, Moscow. Reg. No. D-005, March 2024.
- Project Management to PMI PMBoK standard, 2018.
- Machine Learning for Managers, 2018.
- Data Mining in Decision Support Systems, 2017.
- Competitive Business Intelligence, 2017.

LANGUAGES

Russian — native | English — Professional working proficiency (B2, used daily in an international environment).

Limassol, Cyprus. Open to office, hybrid and remote.