



# IRINA KETKIN

## LEARNING AND DEVELOPMENT EXPERT

### CONTACT

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### EDUCATION

BA (HONS) BUSINESS  
ADMINISTRATION  
University of Portsmouth | IUC, Sofia  
2005-2009

LEVEL 5 INTERMEDIATE DIPLOMA  
IN LEARNING & DEVELOPMENT  
CIPD | Online  
2016-present

### SKILLS

- PROFESSIONAL
- Personal development
- Training
- Leadership development
- Team development
- Psychometric assessments (MBTI, Talent Q, Thomas PPA)
- eLearning
- Talent management
- Experiential learning
- Social and collaborative learning
- Active reviewing
- Adult learning theories
- Agile Scrum Master

### PROFESSIONAL PROFILE

Learning and Development expert with 6 years of experience in designing, delivering and evaluating strategic L&D initiatives in international companies with over 2500 employees. Passions are leadership and team development, business coaching, creating and customizing LMS, soft skills training (general and tailor-made), end-to-end video production and eLearning courses creation, employee and manager onboarding process. Has over 2 years of experience as Scrum Master for 2 HR teams.

### PROFESSIONAL EXPERIENCE

LEARNING AND DEVELOPMENT EXPERT  
Telenor Bulgaria || Sofia || 2016 - 2017

Joined Telenor Bulgaria in October 2016 as maternity cover for the L&D expert. Handle all training-related requests from the business and follow-up administration.

- Launched blended approach to learning (online and classroom)
- Re-designed LMS (Crossknowledge) to fit local development needs
- Facilitated and ran a development program for top talents
- Piloted an online learning solution for the first time in Telenor Bulgaria (LinkedIn Learning)
- Ran an organisation-wide assessment of development needs
- Organized a company-wide event promoting L&D initiatives called Learning Days 2017
- Designed and maintain key L&D analytics database (budget tracker) and main communication channels (Facebook @ Work/Workplace)
- Create and curate eLearning content in the form of courses and video animations
- Participated in the intrapreneurship program of Telenor with a start-up project

LEAD EMPLOYEE AND ORGANISATION DEVELOPMENT PARTNER  
bwin.party digital entertainment || Gibraltar || 2014 - 2016

Handle L&D requests for nearly 2,000 employees at major offices in Europe, expertly training / mentoring all levels of team members to target individual needs. Administer psychometric assessments, including MBTI and Talent Q. Control L&D budget as well as prepare dashboards / reports

- Elevated staff performance through design and delivery of training courses encompassing one-on-one and teambuilding sessions
- Launched innovative training sessions for management and employees, including development programmes focused on talent optimisation


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## SKILLS

### ➤ TECHNICAL

Microsoft Office Suite



Adobe Photoshop/GIMP



Adobe Captivate



Budgeting



Content Management Systems



Web Development (HTML)



## CERTIFICATES

ART & SCIENCE OF COACHING

Erickson College || 2015

NLP PRACTITIONER & NLP MASTER

PRACTITIONER

NLP Training Centre || 2014

MBTI FOUNDATION PROGRAMME

STEP I

OPP || 2014

TALENT Q – DIMENSIONS

Talent Q || 2013

THOMAS PPA

OD&M Consulting || 2017

AGILE PRACTITIONER

ITCE || 2017

## LANGUAGES

English (fluent)

Russian (natural)

Bulgarian (natural)

## INTERESTS

- Reading books
- Blog writing
- Travel and cycling

## EXPERIENCE CONTINUED...

- Served as partner on full training needs analysis (TNA) across all levels of the group, identifying issues and generating development solutions.
- Ensured top levels of ROI in regards to training investments through robust training evaluation to Kirkpatrick Level 3.
- Delivered e-learning compliance training, using Abode Captivate and SkillSoft.
- Played a key role in key projects by supporting efforts of Head of Employee Organisation Development.

### EMPLOYEE AND ORGANISATION DEVELOPMENT PARTNER

bwin.party digital entertainment || Sofia, Bulgaria || 2012 – 2014

Orchestrated creation and delivery of high-quality and innovative management / employee training programmes to expand and optimise utilisation of key talents

- Established brand for a “university” L&D programme, including training workbooks, reports, and emails.
- Successfully addressed the training needs of employees and managers in the Bulgaria office through analysis and delivery of customised learning solutions.
- Completed comprehensive training evaluations to ensure top levels of ROI.
- Contributed to enhancements in operational effectiveness across the organisation.
- Promoted and expanded usage of online learning resources across the jurisdictions

### CUSTOMER SERVICES TRAINER

bwin.party digital entertainment || Sofia, Bulgaria || 2011 – 2012

Provided expert design, update, improvement, and implementation of top quality Induction Programmes for various customer service teams (new hire on-boarding, business needs assessment, and products / services features).

- Elevated all aspects of staff and team development by working closely with managers to identify and target training needs.
- Delivered coaching and mentoring sessions to customer service agents, increasing personal performance and providing management team with recommendations on competency development interventions as needed.
- Expertly supplied trainings for the entire bwin.party group products / service portfolio, including programmes for B2B, B2C, and CS teams / trainers in other locations.

### CUSTOMER SERVICE REPRESENTATIVE

bwin.party digital entertainment|| Sofia, Bulgaria || 2011 – 2012

Liaised with customers to address inquiries, analyse individual products / services issues, and ensure proper escalation as needed. Communicated with clients via phone, email, and chat platforms. Handled verification of customer accounts and reported system bugs, promotional issues, and any general problems experienced by customers to relevant departments within the organisation.

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In 2015 launched [www.IrinaKetkin.com](http://www.IrinaKetkin.com) and began the #adventuresofthelearner on social media.



ADVENTURESOFTHELEARNER



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