

# YANA KIRILLOVA

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9+ years of experience in TravelTech and Sustainability industries (B2B and B2C segments). Proven expertise in launching and scaling projects, optimizing processes, managing communication, developing data-driven products, and leading cross-functional teams.

## WORK EXPERIENCE

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Ecoplatform <https://ecoplatform.ru/>

02/2023 – Present

### Senior Project Manager

- Launched a sustainability project and spearheaded the company's expansion into the UAE market
- Streamlined logistics processes, doubling operational efficiency
- Designed and implemented an Agile-based collaboration system with the development team, introducing project management tools, task tracking, weekly standups, and product operations, resulting in enhanced transparency and faster task execution across departments
- Authored an internal communication guide (tone of voice, feedback principles, tool usage protocols), now an integral part of onboarding
- Developed analytical reporting tools, reducing data preparation time by 50%
- Conducted UX research to enhance website design, leading to a 3% increase in page depth, a 3% rise in conversion rates, and an 11.4% boost in time spent on the site
- Coordinated product support operations, achieving an NPS score of 8.3

THE KEY <https://thekey.space/>

10/2021 – 03/2022

### Project Manager, Business Development Team

- Led the launch of two large-scale flexible office spaces, managing financial modeling, partner contract negotiation, and cross-team coordination
- Implemented Asana as a project management tool for all teams involved in execution
- Proposed and developed technical specifications to enhance the partner section of the landing page, improving perceived product value among potential partners

Ostrovok.ru <https://ostrovok.ru/>

06/2015 – 06/2021

### Начальник отдела кредитного контроля

- Managed the credit control department (B2B and B2C) serving 20,000+ partners, including international markets
- Built the team from scratch, introducing KPIs to improve operational quality and customer satisfaction
- Introduced new payment solutions by selecting contractors, gathering technical requirements, and assigning tasks to the development team, resulting in a 10% monthly increase in collection rates
- Mitigated financial risks and recovered 20% of previously uncollectible debts during the pandemic by applying best market practices and optimizing debt recovery processes

- Regularly prepared performance and strategy reports for stakeholders and senior leadership (CEO, CEO-1)

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## EDUCATION

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All-Russian State Tax Academy, Ministry of Finance of the Russian Federation

**Specialist in Taxation and Tax Consulting**

2010

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## SKILLS

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Miro | Tableau | Metabase | Asana | Django | Google Workspace | Excel | Cross-functional collaboration | stakeholder engagement | Agile

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## LANGUAGES

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Russian – native

English – C1