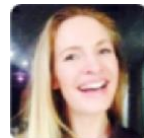


Irina Afanassenko

Software Engineer



Profile

Energetic software engineer with a proven track record of managing changes (procedures, process migration, software) and optimizing processes (Lean and Six Sigma). Assertive and enthusiastic, with extensive experience leading teams in fast-paced, confidential and constantly evolving environment. Skilled in analytics, client retention, process-improvement and project management.

Employment History

2021 – present **Software engineer** (career switch)
Intec - Brussels, Belgium

- Project Management
- Frontend development and Backend development (Java, web api)
- Database management (Microsoft SQL server, Oracle)
- Web services (Html5 and frameworks)

2018 – 2020 **Team manager** - CS and E-commerce
LVMH - Brussels, Belgium

- Scope of operations – Germany, Austria, Switzerland, Russia, Ukraine, Kazakhstan and Poland
- Focus on e-commerce sales; managing daily workflow
- Ensuring exceptional quality of services (web sales, CS sales and after-sales results). Services KPIs on CSC activities: delivering 85% Service level for 330k calls per annum
- Expanding clients base and monitoring clients' retention rate
- Building a profitable and thriving team of 47 FTEs

2011 – 2018 **Digital manager**
Louis Vuitton - Paris, Moscow, Brussels

- Business growth & Development: day-to-day management and analysis of web activities, ensuring high-quality content (website content, local animations, online marketing campaigns)
- Results: reaching +250% Turnover vs.LY
- Optimizing communication through product display, marketing onsite and omni-channel
- Project & Operations management: supervise store operations and back office procedures, ensure coherence with local requirements
- Main point of contacts to all digital matters for CS, stores and head-office

2010 – 2011 **Project coordinator**
Media agency "Focus Reports" - Malaysia, Mexico, India, The Netherlands

- Initiate projects abroad for media and ad campaigns
- Manage agenda with regional and corporate companies
- Sales of ad space within magazine or online; preparation of editorial material
- Negotiate sales proposals and quotations

2010 – 2011 **Business Analyst**
SWIFT scr1 - La Hulpe, Belgium

- Prepare the analysis of monthly, quarterly and annual budget reporting
- Translation of financial data in presentations for senior management
- Identification of opportunities and drawbacks of current processes
- Part of the transformation team to Lean (in 2011)
- Implementing transfer pricing policy and ensuring its compliance with OECD Guidelines (defended my Master Thesis on this subject)

Education

2010 **MA degree in International Business, KU Leuven, Belgium**
2009 **BA degree in Business Management, Ehsal, Belgium**
2004 **A-levels, City College of Brighton and Hove, England**



3080 Tervuren,
Belgium



+32 485 96 90 80



irina.afanassenko@gmail.com



Type B

Skills

Business
Java
SQL
HTML
JavaScript
SalesForce

Languages

English ●●●●●
Dutch ●●●●●
Russian ●●●●●
French ●●●●●

Hobbies

Running half-marathons
Skiing, Tennis
Member of a local book club

