

## IRINA ENEVSKA

### ***Skills & Abilities***

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*Results-oriented Senior Manager with expertise in business transformation, client retention, and team leadership. Proven track record of managing large, complex portfolios, driving outcomes, and enhancing delivery processes in high-speed, matrixed environments. Skilled in creating solutions and improving processes through data-driven decision-making.*

### **Key Achievements:**

- **Client Retention:** Achieved 100% client retention pre- and post-acquisition at Illumino, demonstrating strong relationship-building and client success management.
- **Cross-Functional Leadership:** Successfully led distributed teams across engineering, marketing, and legal to deliver strategic business outcomes.
- **Business Transformation:** Spearheaded transformative processes at Crownpeak, driving operational excellence and delivery improvements.
- **Agile Implementation:** Implemented Agile methodologies across teams, resulting in improved efficiency, team collaboration, and project success.
- **Strategic Influence:** Partnered with senior leadership to influence organizational strategy, prioritize projects, and deliver on key business initiatives.

### ***Experience***

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#### **Crownpeak – Accessibility Services Manager**

**November 2023 – November 2024 (Remote)**

- Led diverse project portfolios, integrating operations and reporting to ensure delivery outcomes in alignment with business objectives.
- Developed and refined delivery processes, managing cross-functional teams, including engineering, legal, and marketing, to deliver high-quality solutions.
- Proactively mitigated risks and ensured seamless collaboration across cross-functional teams, driving accountability to achieve business and accessibility compliance objectives.
- Mentored and managed a team of six, fostering a culture of continuous improvement and team development.

#### **Crownpeak – Operations & Project Manager**

**October 2022 – October 2023 (Remote)**

- Introduced forecasting practices to deliver accurate numbers to the business, supporting informed decision-making and budget planning.
- Spearheaded business transformations and operational strategies, streamlining workflows and driving process improvements.
- Collaborated with senior leaders to align operational execution with strategic business goals, ensuring high-impact outcomes.
- Delivered product strategies that enhanced market positioning through stakeholder collaboration and customer feedback integration.

**Ilumino LLC (acquired by Crownpeak) – *Program Manager***

**November 2019 – October 2022 (Remote)**

- Played a critical, multifaceted role within the startup, overseeing marketing, social media, sales, project management, onboarding, and training efforts, ensuring business success in all functions.
- Maintained 100% client retention through acquisition by leading cross-functional initiatives, leveraging relationship management, and delivering customer-centric solutions on time and within budget.
- Led cross-functional teams to drive initiatives from concept to execution, managing the full project lifecycle while balancing competing priorities.
- Implemented company-wide Agile methodologies, increasing collaboration and efficiency across the organization.
- Served as the primary point of contact for new clients, leading training sessions and onboarding programs to ensure seamless transitions and client satisfaction.

### ***Additional Experience***

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Roles in marketing, content creation, teaching, and public speaking (2016 – 2019).

### ***Special Mentions***

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- Certified Scrum Master, Product Owner, Agile Coach
- PMP Certification [In Progress]
- 5+ years leading distributed teams and managing high-complexity projects
- Demonstrated ability to drive cross-functional teams and meet strategic goals
- Proficient in tools like Jira, Confluence, Asana, and more
- Experience working with various web content management systems (e.g., WordPress, Shopify) and demonstrated ability to quickly adapt to new platforms and tools.

### ***Education***

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**Master of Arts Degree in Communication**

***Strategic PR Graduate Certificate***

University of Dayton – *Dayton, OH*

**Bachelor of Arts Degree**

***Cinema and TV Directing***

New Bulgarian University – *Sofia, Bulgaria*