

Iryna

Personal Assistant, Business Assistant



Personal Information

Birthdate	1980
Zodiac sign	Scorpio
Nationality	— Belarus — UK
Marital status, own children	Married, has children (Two boys, aged 14 and 11, and an 8-year-old girl.)
Place of Birth	USSR
Location	UK
Driving License	No
Have a car	No
Sports	— Running — Yoga
Hobbies	— Painting & Drawing — Travelling — Playing musical instrument — Piano
Areas of interests	— Art — Galleries and museums — Healthy lifestyle — History — Learning about cultures — Literature — Meeting new people — Self-development
About myself	Senior leader with two decades of experience scaling global brands such as Apple, WGSN, and Ignite. My professional path is built on a mix of analytical logic and

international strategy—moving from a foundation in Accounting to an Executive MBA at the University of Cambridge.

Currently, I am applying this strategic perspective to the AI sector, focusing on model alignment and data quality for global technology labs.

Education

2005 - 2006	MA in Cultural Management, Master's degree, University of Manchester
1998 - 2004	Cultural Management, Bachelor's Degree, University of Culture, Belarus, Minsk
1997 - 2002	Accounting, Bachelor's Degree, Institute of Law, Belarus, Minsk

Certificates

15.07.2006	— IELTS
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Working experience

March - January 2026 - till now

✓Confidentiality agreement/NDA signed

UK, London.

AI Business Support Expert

Micro1

My role includes	Support evaluation and alignment projects for large language models (LLMs) within a frontier AI research lab, with a focus on multilingual quality, reasoning, and contextual accuracy. Execute RLHF (Reinforcement Learning from Human Feedback)-based evaluation workflows. Review multilingual outputs and provide expert feedback to ensure the model reflects the cultural and contextual nuances of Russian-speaking audiences.
Reason for leaving	Contract work

April 2022 - December 2025

UK, London.

Business Assistant

Ignite

My role includes	Scaled the lifestyle brand associated with Dan Bilzerian, leveraging a global social media audience of 62M+ followers to expand into premium beverages, vapes, and apparel. Directed global content creation and international campaign shoots, while tailoring marketing strategy across EMEA and other key markets. Managed major distributor partnerships and key accounts across diverse regional markets. Drove a visibility initiative that delivered a 40% year-on-year increase in global revenue.
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Reason for leaving	Contract work
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December 2010 - May 2018

UK, London.

Account manager

WGSN

My role includes	During this time, I focused on establishing WGSN as the main authority for consumer insights across the CEE market. Managed a pipeline of 140 B2B clients—including Disney, Rossmann, and LPP—while achieving 15–20% YoY revenue growth. Restructured the regional function to cover the entire market independently, streamlining a workload that previously required three full-time positions. Won multiple Salesperson of the Year and CEO Elite Club awards for consistent performance and client success.
Reason for leaving	Cambridge Studies

April 2008 - August 2010

UK, London.

Project Manager

Apple Plc

My role includes	I joined Apple at a pivotal moment, coordinating the regional launches of the original iPhone across EMEA and CEE markets. Working during the Steve Jobs era, the focus was entirely on perfection and making sure the brand's global vision felt authentic and right for local audiences. Coordinated regional iPhone launches, managing localisation and campaign execution across EMEA. Adapted global creative assets and product messaging to ensure the brand voice resonated across regional audiences. Collaborated with pan-European teams on high-impact international marketing campaigns.
Reason for leaving	Contract work

Health

Smoker	No
Epileptic	No
Diabetic	No
Colour blind	No
Dyslexic	No

Vegetarian	No
Have you had a medical exam within the last 6 months?	Yes
Allergies	No

Additional information

English	C2 - Fluent
Russian	Native
Personal characteristics	Responsible, punctual, reliable, active, experienced, loyal, patient
Key skills	Ability to adapt to all kind of situations quickly. Ability to work under pressure or stressful conditions. Excellent communication and people skills at all levels. 24/7 full time working experience
Are you ready to take a polygraph if it's required by employer?	Yes
ID	33685

Excellent references available on request