

IANA AVRAMOVA

Transformation Designer, APC (IAPC&M), DipNMC



A self-driven, result-oriented, and highly creative expert with a growth mindset and a holistic approach towards management and leadership. Accredited Life & Executive Coach with 9+ years of managerial experience with multidisciplinary teams in Bulgaria and the Netherlands. Author of the European Award Winner for 2019 & 2020 Transformika Coaching Cards – a powerful tool for personal & professional growth. Deeply passionate and dedicated to innovations, technology, education, and personal growth. A true believer in inside-out development and lifelong learning.

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in [linkedin.com/in/ianavramova](https://www.linkedin.com/in/ianavramova)

TOP SKILLS:

EFFECTIVE
COMMUNICATION
& COACHING

SYSTEMATIC
ANALYTICAL
THINKING

CREATIVE &
PROCESS
ORIENTED

DISCIPLINED
& HIGHLY
RESPONSIBLE

STRONG DRIVE
TOWARDS
PERSONAL
SUSTAINABILITY

EXPERIENCE:

Community Manager Social Innovators Bulgaria

Dec 2022 - Present

We are a place with a social cause. We commit efforts in order to be able to sustain the place

and provide it to NGO's, Social Innovators, and Social Entrepreneurs.

- Developing community around the place
- Planning and Organising events
- Networking with Government, NGO's, and Businesses

<https://facebook.com/socialinnovatorsbulgaria/>

Co-founder & Head of Education GetMonety

Jun 2020 - Present

We help young people (aged 7+) to learn financial skills through an interactive app, videos, and cards game.

- Developing learning journey storyboards
- Instructional design creation
- Introducing gamification elements
- Educational content production
- Developing and conducting training

<https://monety.academy> | www.getmonety.com

Founder & Product Author Learn To Inspire

Jun 2017 - Present

We develop innovative tools*, programs, and methodologies for personal and professional growth.

- Generating innovative ideas for new tools under our brand or as a subcontractor
- Collaborating and facilitating in co-creation processes
- Responsible for A-Z product development
- Workshops, training, and coaching sessions
- Developing partnerships, establishing network connections and sustainable communication

*Transformika Coaching Cards is a 2019 & 2020 European Award Winner

www.learn-to-inspire.com

Founder & Operations PlayCraft

Nov 2015 - 2021

We train kids on Emotional Intelligence through play.

- Developing the instructional storyboard
- Producing the learning content
- Liaising between all experts and parties involved
- Developing partnerships, securing investments, and Product Development from A-Z.

*Accelerated in Faster Capital for 2016

www.playcraft.co

Facilitator & Operations Innovation Starter

Jan 2015 - Jun 2017

- Facilitating corporate workshops and training on Innovation's methodologies
- Point of contact for Clients, Partners, and Investors
- Managing daily communication with all parties involved
- Event Project Management for Innovation Explorer Forum

www.innovationstarter.bg | www.innovationexplorer.bg

Member of the Management Board

Media Group Investor.BG

Jul 2013 - Dec 2014

Appointed to act on behalf of the shareholders.

- Evaluating the organization's vision, mission, and purpose
- Creating short and long-term strategies
- Enhancing the organization's public standing
- Evaluating portfolio projects and implementing changes where necessary.
- Making decisions on overall goals, budgets, and resource allocation.

www.ibg.bg

Country Manager & Operations

Digitalus Bulgaria

Oct 2007 - Oct 2011

Started a Dutch venture in Bulgaria from scratch.

- Responsible for all day-to-day operations including planning, budgeting, hiring, training, firing, and securing necessary resources
- Leveraging with local and foreign Clients and stakeholders
- Managing complex projects from start to finish
- Process modeling and implementation
- Creating functional, technical, and design documents, specifications, and presentations
- Daily coordination with the Head Office
- Point of communication for local and international clients
- Ensuring the smooth flow of daily activities

www.digitalus.nl

Director of Operations

Media Group Investor.BG

Oct 2011 - Dec 2014

- Responsible for the merge of 4 departments (UX, IT, Sys Admins, and PMs)
- Introducing and fortifying new organizational structure
- Ensuring smooth transitions and team cohesion
- Communicate and implement the strategies of the 21 projects of the Media Group
- Quarterly goal setting and performance appraisal
- Managing complex projects and external communication
- Liaising between internal and external clients and securing the necessary resource
- Serve as a bridge in the communication between all experts and parties involved
- Responsible for hiring, training, and firing

www.ibg.bg

Business Dev Manager & Key Account

Mag Studio

Feb 2006 - Oct 2007

- Conducting day-to-day project coordination, planning, and implementation across multiple teams
- Serving as a point of contact with the Company's Key local and International Clients
- Attracting new Dutch and British Clients
- Overachieving on monthly and quarterly goals
- Managing a dedicated team of 7 designers and developers
- Negotiating over resources with the other Accounts
- Ensuring smooth communication and workflow

www.themags.com

VOLUNTEERING:

VOLUNTEER

Shalom

2020 - Present

www.shalom.bg

VOLUNTEER

Caritas

2018 - Present

www.caritas.bg

TALKS MANAGER

SCSG

2015 - 2019

www.sofia.coaching-in-bulgaria.com

CHILDREN'S TUTOR

Art of Living Foundation

2009 - 2012

www.artofliving.org

INTERESTS & HOBBIES:

- Board and card games
- Growth tools and methodologies
- Coaching and applied psychology
- Spending time in Nature
- Sports (climbing, snowboarding, paddleboarding, swimming, motorcycling)
- Education and novelties
- Innovations, Technology, and Futurism
- Reading books
- Personal Development and Mindfulness
- Hand made craft and DIY
- Traveling and discovering new cultures
- Cooking
- Spending quality time with my family



EDUCATION:

New Bulgarian University (2021 - Present)
Masters in Cultural and Social Anthropology
www.nbu.bg

Founder Institute Graduate (2015 - 2016)
Premier Startup Program for Talented Entrepreneurs with only 20% graduation rate.
www.fi.co

Noble Manhattan UK (2013 - 2014)
Professional Life & Executive Coach (graduated with distinctions), IAPC&M accredited
www.noble-manhattan.com | www.coach-accreditation.services

Art Academy William de Koning Rotterdam (2004-2006)
Propadeuse, Communication and Multimedia Design
www.wdka.nl

Hanzehogeschool Groningen (1997 - 2001)
Bachelor, International Marketing and Management
www.hanze.nl

Ivan Apostolov English Language School (1993-1997)
Profile Management
www.ivanapostolov.bg

COMPUTER PROFICIENCY:

- MS Office excellence
- Canva supremacy
- UI/UX eminence
- Adobe Photoshop & Illustrator Basics
- Wix, Squarespace, MailChimp, Google & CMS workable knowledge
- Understanding of PHP, XHTML, CSS, & database for estimation purposes

CERTIFICATES:

- Business Constellations
- Gamification
- Introduction to Game Design
- Creative Thinking
- Coaching
- Advanced Belief Clearing Practitioner
- Storytelling
- Systematic Innovations
- Management for Managers
- Public Speaking
- Reading People
- Power Networking
- Sales with NLP



LANGUAGES:

BULGARIAN
native speaker

ENGLISH
near native | fluent

DUTCH
excellent command

SPANISH
good command

RUSSIAN
basic skills

RECOMMENDATIONS:

“ I have been very fortunate to have Iana on my Team of Directors. She is dedicated, loyal, highly responsible, and at the same time creative, caregiving, and supportive.

STUART TILL

Former CEO & Board Member @ Investor.BG
✉ stuartatill@gmail.com

“ Iana's excellent coaching performance, her work at PlayCraft, and the amazing Transformika Coaching Cards, make me say this: Iana and her work are Extraordinary!

GERARD O'DONOVAN

Founder & CEO @ Noble Manhattan Coaching
✉ gerard@noble-manhattan.com

“ Iana is one of the most reliable and earnest associates I have worked with. Always positive, energetic, and enthusiastic. Incredibly supportive, someone you can count on and who always delivers on her promises and brings things to a closure.

ELEONORA CARNASA

Fonder & Service Designer @ Fabrica 360
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“ From my collaboration with Iana, I can confirm she possesses the right set of skills and attitude to deliver high quality results. If I have to describe her with just a few words, I would call her the creative transformational leader capable of handling high order tasks with mastery and focus on sustainable impact.

LACHEZAR AFRIKANOV

Transformational Coach & Education Evangelist
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