

IRINA KATYA ROULIN

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📍 Geneva, Switzerland

in [LinkedIn](#)

WORK EXPERIENCE

Freelance Yoga Instructor

Sivananda Yoga Center

📅 October 2023 - current 📍 Geneva, Switzerland

- Taught 90 minute Sivananda Hatha Yoga Lesson for beginners and intermediates four times a week.

Marketing Manager, Arize (US Market)

HP inc.

📅 July 2021 - January 2023 📍 Barcelona, Spain

- Delivered a B2B marketing launch of new class 1 medical device brand garnering +50,000 media impressions with 13% web traffic conversion.
- Devised and implemented market wide awareness and demand generation strategies influencing over 60% of acquired accounts.
- Spearheaded the development and upkeep of promotional and educational content supporting all marketing initiatives and sales enablement.
- Collaborated with internal and external teams to develop new website design to support a branding update, improve the online customer journey, and increase website conversions by 34%.

AMS Marketing Coordinator, 3D Printing

HP inc.

📅 June 2012 - January 2015 📍 Barcelona, Spain

- Assisted in planning, execution, and reporting of AMS region marketing plan, involving strong collaboration across internal teams and with various external partners.
- Managed end-to-end marketing activities including digital campaigns, events, social media, ad hoc web pages, content development, and e-mail nurture.
- Researched and liaised with media partners for ad placements, promotions, and webinars.

ESL Freelance Tutor

📅 January 2013 - May 2017 📍 Switzerland and Spain

- Provided one-to-one tutoring to three children of 9-12 years old, from Guatemala and Spain during the academic year.
- Developed lesson plans to practice grammar, expand vocabulary, improve reading and writing skills, and provide support for schoolwork.
- Created materials and resources adapted to the interests of students ensuring fun and engaging lessons.

SUMMARY

Swiss-Mexican, English native speaker with an international background, strong interpersonal skills, and collaborative spirit. I am accustomed to working in a multicultural environment with people from different backgrounds and have prior experience as an ESL tutor. I am warm, friendly and adaptable which allows me to take on new challenges with enthusiasm and grit.

LEVEL 5 TEFL

- Created lessons for a variety of levels from pre-intermediate to advanced
- Teaching speaking, listening, reading and writing
- Material & resource creation, utilising the internet
- English grammar and how to teach the essential language
- Needs analysis and teaching in different situations
- Classroom management and teaching technique
- *Teaching Business English Course (30h)

EDUCATION

Bachelor in Business Administration

[IE University](#)

📅 2015 - 2019

SKILLS

- Presentation skills
- Time management and Organisation
- Tech-savvy
- Cultural Awareness and Sensitivity
- Critical Thinking