**DINA GUSEYNOVA**

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**LEARNING PROGRAM MANAGER | INSTRUCTIONAL DESIGNER | L&D DESIGNER/DEVELOPER**

Learning and Organizational Development professional with 8+ years of experience designing and delivering innovative learning solutions that drive business outcomes in fast-paced environments across Financial Services, Insurance and Consulting industries. Bringing exceptional project management and systems thinking skills, with a focus on creating solutions that are aligned with business needs and enhance customer experience. A natural negotiator with a continuous improvement mindset.

**KEY COMPETENCIES**

- Instructional Design & Adult Learning

- Learning Strategy Development

- Product & Project Management

- Content Development & Facilitation

- Stakeholder Collaboration & SME Engagement

- Change Management & Systems Thinking

- Client and Customer-Centric Focus

- Negotiation and Vendor Management

- Performance Gap Analysis

- Data-Driven Decision Making

**TOOLS**

**Learning Design Frameworks:** Kirk Patrick, Phillips ROI, Kolb's Experiential Learning [Cycle](https://www.torontomu.ca/experiential-learning/faculty-staff/kolbs-el-cycle/), ADDIE model, Gamification Design frameworks, Employee Journey map, LX canvas, Action Mapping.

**Project Management:** Agile, SCRUM, Kanban, Trello, Monday.com, Wrike, Basecamp, Smartsheet.

**Tech & Platforms:** Articulate Rise, Articulate Storyline, Canva, Camtasia, Audible, Wix, LMS (Teachbase, Google Classroom, Getcourse, iSpring, SkillCup), G-Suite, Microsoft Office Suite.

**Change Management:** ADKAR, Kotter’s 8 steps, MECE, SWOT and TOWS, Cynefin Framework.

**EXPERIENCE**

**TALENT DISCOVERY SCHOOL** Calgary, AB **02/2023 – present**

*A life and career coaching company that helps discover one's potential and boost their career and wellbeing.*

**Instructional Designer**

Designed and implemented comprehensive talent development programs.

* Developed and implemented the methodology for the Academy of Swine Farm Managers, creating a comprehensive 12-session training program in collaboration with subject-matter experts. The program covered key topics, including genetics, pig breeding technology, and lean management.
* Improved an onboarding methodology for new employees, reducing manager's time spent on onboarding by 60%. This methodology featured practical assignments, an engaging storyline, and multi-channel communication.
* Created over 50 practical assignments for training programs on diverse topics, including leadership development and change management, to enhance participant engagement and skill application.

**TSQ CONSULTING** Saint-Petersburg, Russia

*Human Capital consulting company serving PepsiCo, J&J, Hyundai, Nornickel, Rusagro and others.*

**Learning Program Manager 03/2018 – 09/2022**

Led the design, development, and implementation of learning programs for clients in industries such as Retail, Real Estate, Pharmaceuticals, and IT.

* Led the largest project in the company's history (representing 15% of total revenue in 2022) by delivering high-quality project and program management, meeting tight deadlines, and staying under budget through effective stakeholder collaboration.
* Coached and provided regular feedback to a team of 8 Instructional Designers, supporting their career development and growth opportunities. Fostered a collaborative, open environment, while developing a strong team of skilled teaching and learning professionals.
* Coordinated the creation of a training course on working with people with disabilities, which has been completed by over 200,000 employees.
* Designed a training course for a call center, resulting in a 32% increase in conversion from calls to meetings and a 25% increase in completed transactions.
* Created a digital learning program focused on improving emotional intelligence. The program had an 82% completion rate and led to a 24% increase in employee engagement.
* Facilitated a 7-month omnichannel leadership program, which included a digital course, on-site workshops, personalized feedback, and participant-driven projects.
* Transformed 80% of projects from in-person delivery to an online educational program during the COVID-19 pandemic, ensuring revenue levels remained consistent despite the shift to remote learning.

**TSQ CONSULTING** Saint-Petersburg, Russia

**Senior Training Specialist 03/2017 – 03/2018**

Designed, developed and delivered training programs to customers in Construction, Real Estate, Retail, Pharmaceuticals and IT service industries, acted as a program manager for key training programs:

* Supported a large-scale gamification training program: managed design iteration process, coordinated with the IT team, and program managed delivery for 300+ participants.
* Led end-to-end creation of an EdTech customer-facing product for HR practitioners: marketing analyzes, technical discovery, configured LMS, content creation and crafted product marketing content.

**SBERBANK** Saint-Petersburg, Russia

*The largest bank nationally with more than 100 million clients.*

**Regional Manager, Product & Sales Support 07/2016 – 03/2017**

Reinforced and led Wealth Management business, steered cross-functional communication in the Northwest, and managed a team of 11 Specialists supporting 25+ field offices across 5 regions (provinces):

* Increased product revenue by 12% via effective cross-functional collaboration.
* Built purposeful practice activities to increase team confidence and effectiveness decreasing project delivery delay by 17%
* After an organizational needs analysis that identified cross-company gaps in skills and collaboration processes, led several revenue operations projects to improve sales effectiveness and efficiency, and increased sellers’ product and industry expertise by 15% on average.

**SBERBANK** Saint-Petersburg, Russia

**Manager, Product & Sales Support 02/2015 – 07/2016**

Led a team of 5 Product & Sales Support Specialist and oversaw the function across 20 field offices:

* Improved business processes using automated reports and redefined workflows using stakeholder feedback which reduced the time spent on creating and analyzing reports by average 20%

**SBERBANK** Saint-Petersburg, Russia

**Product & Sales Support Specialist 10/2014 – 02/2015**

Provided strategic support to a team of 10+ customer-facing Wealth Management Advisors across 5 field offices to develop effective strength-based approach and strategies to maximize revenue and customer retention:

* Conducted 90+ individual and group coaching sessions on negotiation and collaboration skills for advisors, field teams, and leadership groups. Also supported advisors during the negotiation process using customized solutions to meet clients’ specific needs.
* Analyzed individual and team performance metrics, Initiated regular and ongoing reports, engineered data-driven performance improvement and training strategies to maximize team effectiveness.

**CITIBANK** Saint-Petersburg, Russia

*American multinational investment bank and financial services corporation.*

**Private Client Relationship Manager 11/2012 – 10/2014**

* Delivered tailored financial solutions, establishing client trust and expanding high-net-worth portfolios. For example, I signed the largest and longest endowment life insurance contract in the region, exemplifying professional integrity and client-first focus.

**PROFESSIONAL TRAINING AND EDUCATION**

**Business Process Analyst** 2021 (Mail.RU & GeekBrain, Remote)

**SMM For Education** 2020 (LABA, Remote)

**Train-The-Trainer Certificate** 2017 (SPB TRAINING, Saint-Petersburg, Russia)

**Talent Development** 2016 (SBERBANK, Saint-Petersburg, Russia)

**Sales and Negotiation in Private Banking** 2014 (CITIBANK, Saint-Petersburg, Russia)

**Master Degree in Finance Management** (International Banking Institute, Saint-Petersburg, Russia) 2005 - 2014

**WORKING LANGUAGES**

English (fluent), Russian (native), French (A2)