

HIGH ROLLER



3+ YEARS

VIP & Retention Team Lead

iGaming / Player relationships / Team leadership

PROFESSIONAL CV

PROFESSIONAL SUMMARY

VIP and Retention team lead with 3+ years in iGaming, progressing from Sales and account management to leading teams. Focused on player relationships, reactivation, coaching and performance analysis.

+30%

revenue growth
contribution

20,000+

users supported through
affiliate onboarding

+300%

growth supported
over two years

PROFESSIONAL EXPERIENCE

Retention Team Lead

Leadership progression: Call Centre > VIP > Retention

- Built a 20-person call centre from scratch, with training, work distribution and individual KPI tracking.
- Led pre-VIP and VIP managers before moving into retention leadership.
- Managed team performance through KPI monitoring and individual coaching.

VIP Manager

- Personally managed an assigned VIP portfolio, maintained client relationships and monitored player activity.
- Supported retention and reactivation through tailored offers and communication.
- Worked across email, SMS, messaging and push communication channels.

Sales / pre-VIP / VIP Manager

- Progressed from outbound sales to pre-VIP and VIP account management.
- Worked with potential VIP clients, then personally managed an assigned player portfolio.

CORE SKILLS

VIP account management
Retention and reactivation
Client communication and complaint handling
Team leadership and coaching
KPI and performance analysis
Communication testing

TOOLS

CRM systems
AI agents
Email, SMS, messaging and push campaigns

LANGUAGES

Russian - fluent
Kazakh - fluent
English - B2

EDUCATION

KIMEP University
Business & Management
Almaty, Kazakhstan

EF Education
English language courses
Santa Barbara, California, USA
London, United Kingdom