

Asya Drozdova

FACILITATOR · PCC ICF COACH

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PROFILE

Facilitator and PCC ICF Coach with experience since 2021. I design and run strategic sessions, team workshops, retrospectives, and idea generation sessions — online and in-person, in Russian and English, with groups of 2 to 50 people. I have worked with corporations, agencies, educational organizations, and startups. Prior to facilitation — 7 years as a manager in creative industries.

FACILITATION EXPERIENCE

2021 — PRESENT · FREELANCE

Large IT Company

2024–2026

Online & in-person · 5–50 ppl.

6 Facilitation Sessions

Strategic sessions, retrospectives, and team meetings for multiple departments. Idea generation, year-end reviews, building team interaction principles.

Vkontakte

December 2024

Online · 30 ppl.

Year-End Session for VK Authors Guardians

Participants shared their contributions, received recognition, and closed the year energized for what's ahead.

ABLE x international gymnasium

June 2024

In-person, Moscow · 25 ppl.

Strategic Session

The team updated its mission, aligned on strategic goals, and developed a practical one-year vision.

MIGEL AGENCY

Spring 2024

Online · 7 ppl.

Strategic Sessions Cycle

The team defined concrete next steps with deadlines and owners for the next 3 months, aligned with the company's strategy and values.

Uno.Dos.Trends

Summer 2024

Online · 3 ppl.

Strategic Sessions for Co-founders

Co-founders aligned on a 3-year company vision, distributed roles and responsibilities, and built a roadmap through end of 2024.

Elbrus Bootcamp

August 2022

Online · 15 ppl.

Idea Generation Session

The content team selected 2 new ideas for attracting quality leads, ready to launch within a month.

METHODS & TOOLS

Design Thinking

Lateral Thinking

World Café

ORID

Strategic Sessions

Retrospectives

Idea Generation

Team Workshops

Miro

Online & In-person

Russian & English

BEFORE FACILITATION · 2012–2021

Role

7 years as a manager in creative industries: design, branding, and events. CEO of a marketing agency, 2016–2019.

Companies

Art. Lebedev Studio

BHSAD

Depot WPF

DDVB

Noland&Steinluht

Clients

Mega-IKEA

Neste

Carlsberg Group

EDUCATION & CERTIFICATIONS

2024 Mini MBA: Facilitation, Moderation & Corporate Communications

Session design, moderation, strategic communications.

2024 PCC ICF — Professional Certified Coach

1,400+ practice hours.

2023 Level 2 (ACTP ICF)

Global Coaching University.

2021 IKRA Teachers School

Curator — Vasily Lebedev.

2021 Level 1 (ACSTH ICF)

Global Coaching University.

2018 Design Thinking. Fundamentals

Centre for Design Thinking + Wonderfull Lab, Moscow.