



GENNADIY ZAKHAROV

Digital Marketing Professional

04.05.94

Almaty

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[Facebook](#), [Instagram](#), [TikTok](#), [Web](#)

WHO I AM:

Marketing expert with 7-year experience

Convergent professional in **Digital Solutions, PR and marketing management**

WHAT I CAN DO:

Hard Skills: Philip Morris, Salem Social Media, ERG, BTSD, Chocofood

- Digital marketing Management
- Data Visualization in PBI, Tableau
- Frontend Development
- Digital solutions management

Soft Skills: USAID, ABA ROLI, Steppe, Wikimedia, Eurasian Foundation

- PR & Networking
- Public Speaking
- Cross-cultural communication
- Adaptive thinking

WHAT I KNOW:

NLU (dual degree), Chicago, IL, USA

Bachelor of Business Administration

2014 – 2015

Wyższa Szkoła Biznesu – National-Louis University (dual degree), Nowy-Sacz, Poland

Bachelor of Arts in Management, June 2015

Cumulative Grade: *plus good (4,54)*

2014 – 2015

University of International Business, Almaty, Kazakhstan

Bachelor of Arts in Journalism & PR,

GPA: 3.61, graduated **Summa Cum Laude**

(Red Diploma)

2011 – 2014

English

IELTS Academic 7.0

Russian

Native

Polish

Beginner

Kazakh

Beginner

Driving: Full, A-B

I WORKED WITH:



ChocoFamily



WORKING EXPERIENCE:

July 2021 – July 2022

Philip Morris International (American tobacco company)

Supervisor Digital Solutions RRP - Marketing & Digital Department

Responsibilities:

- IQOS Website Frontend, PWA and microsites development management: UX research and audit, Web performance analytics, user segmentation, A/B testing, personalization scenarios development, SEO performance audit, marketing campaigns and BI reports.
- Telegram bot development management: shop, services, marketing campaigns.
- Managing global agency, implementation of the global strategy and updates

September 2020 – May 2021

Chocofood (Kazakh local food tech company)

Senior marketing data analyst

Responsibilities:

- Reporting for top executives, ETL and dashboard creation in PBI, Tableau
- Collaboration with the data analytics department to optimize the marketing campaigns

Accomplishments:

- Product Owner of Internal analytical platform **Chocolytics**
- End-to-end mobile app analysis using AppsFlyer and Amplitude
- ETL for GAds, FB ads, Yandex Direct

June 2018 – September 2020

SALEM SOCIAL MEDIA (Largest Media Production Center in Kazakhstan)

Senior digital marketing specialist

Responsibilities:

- Managed and developed team of **30 marketing professionals**
- Developed and implemented a comprehensive digital marketing strategy

Accomplishments:

- Achieving average growth of **30000 users per week** and **6M** in total on **45** social media accounts
- The major role in project development and competitive analysis for **100 media products**
- Organized collection and visualization of digital marketing data in GCP and Tableau

May 2016 – May 2018

Narxoz University JSC (2nd biggest Economical & Research University, Kazakhstan)

Digital Marketing Manager

Responsibilities:

- Rebranding strategy and Social Media Marketing management
- Digital Marketing Course lecturer for 4th-year students

Accomplishments:

- **Ranking No2** among the top universities of Kazakhstan ([Media System 2017 report](#))
- Product owner of **Digital Research platform «Narxoz Analytics»**
- Organized on the basis of Narxoz University one of the [largest in Central Asia cosplay festival](#).

All events of the festival gathered more than 3000 spectators from 5 different countries

- Prepared analysis of 25,000 mentions of Narxoz University on the Internet - the data collected during nine months

December 2014 – May 2015

SANDECZANIN.PL (Largest regional newsfeed agency, Poland)

[Media manager, international department \(Internship\)](#)

- Conversational **interviews** with politician and businessmen of South Poland
- Travel and tech articles **in English and Polish** languages

December 2012 – September 2013

WIKIMEDIA KAZAKHSTAN (BMG, educational NCO, Kazakhstan)

[Brand manager & editing coordinator](#)

- Increased efficiency of Adopt Team workflow by 50%
- Footage editing for **TED, TEDx** and **TWiG Foundation** projects

CERTIFICATES & COURSES:

- **IELTS Academic 7.0**, British Council
- Data Visualization and Communication with Tableau course from Duke University, **NC, USA**
- Business Metrics for Data-Driven Companies - Duke University, **NC, USA**
- R language for statistics - Bauman Moscow State Technical University, **Moscow, Russia**
- Strategic marketing - High School of Economics, **Moscow, Russia**
- Branding and client marketing- High School of Economics, **Moscow, Russia**
- Google AdWords course - High School of Economics, **Moscow, Russia**
- Social Media Marketing course - Damir Khalilov School, **Moscow, Russia**
- Mini-MBA Courses – Chris Haroun, **UDEMY**

Community service:

Co-Creator of the first student anti-suicide coalition at Almaty. Reports:

- [Report by Kaztag](#); [Report by MK](#);

Free digital marketing courses for Media School by [Armanzhan Baitasov](#) and series of free educational events around Kazakhstan named Creative April by AlmaU University

- [Article by Business FM](#) + [more](#)
- [Article in Alma University Newsletter](#) + [Article in Eurasian University website](#)

Research experience:

- Prepared analysis of **25,000 mentions** of Narxoz University on the Internet. The data were collected for nine months (Narxoz University marketing research team, 2017)
- Worked with a team of professionals to create Narxoz **own brand analysis software** using Python and R (Narxoz University marketing research team, 2017 - 2018)

PUBLICATIONS & PROJECTS:

Educational Projects

[OpenSMM Project](#) – Free Online Digital Marketing courses
+ [Description](#) + [Short Courses](#) + [Creative April digital courses](#)

[CSO Development School](#) for [Eurasia Foundation by USAID](#)

[Effective communications course](#) for [Eurasia Foundation by USAID](#)

ABA ROL!: 3 offline trainings for Civil Councils in Kostanay, VKO, Nur-Sultan

Mentors Intensive Training for [Eurasia Foundation by USAID](#)

[Digital courses](#) for [Almaty Business Project](#)

[JumysBar](#) – digital marketing courses in collaboration with [BTS Digital](#)

+ [Reviews for the course](#) + more reviews + more.

Audio podcast on Digital marketing and branding

[Apple Podcasts](#), [Google podcasts](#), [Yandex](#), [Soundcloud](#), [VK](#)

Articles for news media in Poland
("Eye of Kazakhstan" series)

[Through the eyes of a foreigner](#)

[National holidays of Kazakhstan](#)

[We are used to you](#)

IT reviews

[Network security certificates](#)

[MediaHub 2019](#)

[Apple Special Event review](#)

[CEO, MD, CE interviewing](#)

[Media reviews](#)

[Digital marketing trends review](#)

REFERENCES:

Will send references on require. Email me:

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