



Gennady Zakharov

gennadiy@zakharov.asia

Digital Marketing Expert

8 years experience

zakharov.asia

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WHO AM I:

Marketing expert with 8 years of experience. Professional in digital marketing solutions and brand positioning

WHAT I CAN DO:

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

- Marketing management
- Business analytics in PBI, Tableau
- Design: websites, presentations
- Digital solutions management

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

- PR, networking, SMM
- Corporate training
- Marketing strategy
- Conflict Management

EDUCATION

National Louis University, USA
Bachelor of Business Administration
Score: Summa Cum Laude
2015



University of International Business, Kazakhstan. Bachelor of Journalism and PR, honors diploma - 2014



English: IELTS Academic 7.0
Russian: Native
Polish: A1
Kazakh: A1

EXPERIENCE

**Independent Marketing Consultant
2016 - 2023**

Created and led digital marketing teams of up to 35 people

Conducted 200+ private trainings.

20,000 subscribers and 100,000+ coverage in personal and professional social networks

Digital Solutions Supervisor Philip Morris International



2021 - 2022 (1 year)

Digital development management: Website, PWA, Telegram Bot. Traffic growth by 2 times, number of subscribers by 4 times during operation

Hiring and training a team, digital marketing training for employees

**Senior Marketing Analyst
Chocofood, Chocofamily**



2020 - 2021 (1 year)

Reporting for top managers, ETL and dashboards in PBI, Tableau

Marketing Campaign Optimization

**Senior Marketing Manager
Salem Social Media, BTS Education, ERG**



2018 - 2020 (3 years)

Development of a team of 30 specialists

Gain of 30,000 subscribers per week and 6 million subscribers in 45 accounts

Marketing for 100+ media products





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ADDITIONAL EDUCATION

2022 - Mini MBA – Chris Haroun,
UDEMY



2021- IELTS Academic 7.0,
British Council



2021 - Data Visualization with
Tableau, Duke University, NC,
USA



2020 - Business Metrics for Data-
Driven Companies - Duke
University, NC, USA

2018 - R language for statistics -
Bauman Moscow State Technical
University, Moscow, Russia



2019 - Strategic marketing -
High School of Economics,
Moscow, Russia



EDUCATIONAL PROJECTS:

- **OpenSMM Project** – online courses on digital marketing
- **CSO** Development School for Eurasia Foundation by **USAID**
- **Effective communications course** for Eurasia Foundation by **USAID**
- **ABA ROLI**: 3 trainings for Civil Councils in Kostanay, East Kazakhstan region, Nur-Sultan
- Intensive training for mentors Eurasia Foundation by **USAID**
- **Digital courses** for Almaty Business Project
- **JumysBar** – digital marketing courses in collaboration with BTS Digital + Course Reviews

SOCIAL WORK:

Founder of the first student anti-suicide coalition in Almaty.

Reports: [Kaztag](#); MK;

Free digital marketing courses for the Armanzhan Baitasov Media School and a series of free educational events throughout Kazakhstan from AlmaU University

[Article Business FM + AlmaU University newsletter](#) + [Article on the website of the Eurasian University](#).

RESEARCH EXPERIENCE:

Semantic analysis of 25,000 mentions of Narxoz University on the Internet (2017)

Worked on creating marketing software for Narxoz University using Python and R (2018)

PUBLICATIONS:

Audio podcast about digital marketing and branding: [Apple Podcasts](#), [Google podcasts](#), [Yandex](#), [Soundcloud](#), [VK](#)

Tiktok Educational Video blog

13k subscribers

[Tsifranuty](#)

Personal Facebook Blog

5k subscribers

[Facebook](#)