



# Gennady Zakharov

Digital Marketing Expert  
9 Years of Experience  
[zakharov.asia](http://zakharov.asia)

[gennadiy@zakharov.asia](mailto:gennadiy@zakharov.asia)

[LinkedIn](#)



[Facebook](#)

[Instagram](#)



[TikTok](#)

## WHO I AM:

An expert in marketing management, developing strategies to achieve business goals

## WHAT I KNOW:

- **Digital Marketing:** SMM, SEO, PPC, Email, ORM, Ads management
- **Content and Communications:** influencer marketing, promotion strategies
- **Digital Product Development:** management of mobile, PWA development, CJM research, business analytics
- Implementation of **AI-tools** for marketing automation and optimization of business processes.
- **Education and training:** workshops and lectures on digital marketing, AI-tools, personal brand and communications for businesses, NGOs and students.

## EDUCATION

National Louis University, USA  
Bachelor of Business Administration  
*Summa Cum Laude*  
2015 г.



University of International Business, Kazakhstan. Bachelor's degree in Journalism and PR, red diploma - 2014.



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

## WORK EXPERIENCE

Independent marketing expert

2016 - up to now

- 300+ projects
- Network: 30,000 subscribers and 250,000+ reach



Digital Marketing Coordinator

Goethe-Institut

2023 - up to now

- **CJM and market research** for Eastern Europe and Central Asia offices
- Strategic campaigns development



Digital Solutions Supervisor

Philip Morris International

2021 - 2022 (1 year)

- PWA app and Telegram Bot management: **traffic x2, subscr. x4.**
- Training a team of **10+** employees.



Senior Marketing Analyst

Chocofood, Chocofamily

2020 - 2021 (1 year)

- Report management (ETL, Tableau)
- Increase **ROI** of marketing by **20%**.



Senior Marketing Manager

Salem Social Media, BTS Education, ERG

2018 - 2020 (3 years)

- Big team creation – **30** specialists
- **6 million subs.** across **45** accounts
- Strategies for **100+** media products



AND MUCH MORE EXPERIENCE:



# Gennady Zakharov

Digital Marketing Expert  
9 Years of Experience  
[zakharov.asia](http://zakharov.asia)

[gennadiy@zakharov.asia](mailto:gennadiy@zakharov.asia)

[LinkedIn](#)



[Facebook](#)

[Instagram](#)



[TikTok](#)

## ADDITIONAL EDUCATION

IELTS Academic 7.0,  
British Council

**IELTS**

Data Visualization for business,  
Duke University, NC, USA



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

Business statistics - Bauman  
Moscow State Technical University,  
Moscow, Russia



Strategic marketing - High School  
of Economics, Moscow, Russia



MiniMBA – UDEMY



## EDUCATIONAL PROJECTS:

- [OpenSMM Project](#) – online courses on digital marketing
- [CSO Development School for Eurasia Foundation by USAID](#)
- [Effective communications course для Eurasia Foundation by USAID](#)
- [ABA ROLI: 3 trainings for Civil Councils in Kostanai, VKO, Astana](#)
- [Intensive training for mentors of Eurasia Foundation by USAID](#)
- [Digital courses for Almaty Business Project](#)

## MARKETING RESEARCH EXPERIENCE:

Conducted **Customer Journey (CJM) research** in Kazakhstan, Uzbekistan, Russia and Georgia, and developed marketing strategy based on it for Goethe-Institut

Supervised **5+ marketing studies** for clients from Central Asia, Europe and the Middle East

## COMMUNITY SERVICE:

Co-founder of the first student anti-suicide coalition in Almaty.

Reports: Report by Kaztag; Report by MK;

Digital marketing courses for [Armanzhan Baitasov's Media School](#) and a series of educational events across Kazakhstan from AlmaU University

## PUBLICATIONS:

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

**Tech blog in TikTok**

20,000 subscribers

[Tsifranuty](#)

**Personal blog on Facebook**

5,000 subscribers

[Facebook](#)