

Zhanibek Otetileu

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PROFILE

I am a results-driven Marketing Specialist with extensive experience managing and overseeing marketing projects, digital marketing channels, analysing data with Google Analytics, creating sales and marketing strategies, producing engaging content, and developing websites. I have a strong eye for detail and exceptional presentation skills, as well as leadership, excellent planning, and time management abilities. Highly adaptable and able to learn quickly and I am passionate about driving success in dynamic and growing teams.

EXPERIENCE

Marketing Manager

Sapience Pro

January 2024 - August 2024

- Executed comprehensive marketing strategies, aligning with organizational goals and increasing brand visibility through targeted campaigns across various channels.
 - Led digital marketing initiatives by crafting comprehensive strategies for both online and offline channels. Implemented SEO improvements for websites, enhancing their online presence and visibility.
 - Created and managed Google Ads campaigns to drive traffic and increase conversions.
 - Drove lead generation by crafting impactful content, including articles, videos, and promotional materials, enhancing the company's online and offline impact.
 - Managed brand and communication strategies to strengthen the company's reputation, increasing brand recognition through impactful initiatives.
 - Developed and executed targeted email marketing campaigns, utilizing segmentation strategies to enhance engagement levels throughout the customer journey, resulting in increased satisfaction.
 - Played a key role in training and mentoring junior marketing staff, fostering their professional development and contributing to the overall success of the team.
 - Redesigned company websites to improve functionality and user experience.
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- Created marketing materials, including articles, videos, and promotional materials, enhancing the company's online and offline impact.
- Managed the WeChat account, posting videos and other engaging content to boost social media presence.

Marketing Manager - Digital Marketing

**BMF Brantingham Manufacturing | BMF New Zealand - SelectFIT
2017 - 2024**

- Handled diverse marketing projects.
- Was part of the pioneering team for the Digital Marketing Division, bringing the company into a new era of online innovation.
- Developed and executed yearly digital marketing plans for the New Zealand division, ensuring our campaigns hit the mark.
- Managed the placement of display ads strategically and devised fresh social media and email campaigns.
- Built and optimized the websites for the company's international branches to provide visitor-friendly access to information and solutions for global clients.
- Used SEO best practices to generate traffic to the company websites, placing them on the first page of Google organic search results.
- Researched and created online content through blog posts, articles, emails, brochures, infographics, and social media posts.
- Collaborated with global and local colleagues to implement a new online marketing strategy, increasing sales and brand awareness.
- Conducted monthly reports, proactively participated, and presented in weekly team meetings with managers.
- Engaged in international B2B sales and business development in Russia, Kazakhstan, and Eastern Europe, visiting plants and international trade shows.

Motion Design, Graphic Design, Animations Freelance (Part-Time, Remote)

December 2023 -November 2023

- Created animations, explainer videos, and short-form content for clients and international schools.
 - Produced brochures and flyers.
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- Created company logos.
- Created journals and books for fundraising projects.

EDUCATION

Skypro Online University

Data Analytics Course, 2021-2022

- SQL, Excel, Power BI, Python, Data Cleaning, Statistics
- Gained knowledge of essential data analytics skills

Shanghai Lixin University of Accounting and Finance (Former Shanghai Finance University)

Bachelor's Degree, International Finance, 2012 - 2016

- Shanghai Government Scholarship
- Class Chairperson of 2012-2016
- Leader of the International Students Association
- University Sports Team Captain

Shanghai University

Chinese Language Studies, 2010 - 2012

- Mastered Conversational Chinese and Basic Chinese writing

Certificates

- HubSpot Social Media Certification
- HubSpot Content Marketing Certification
- HubSpot Inbound Certification
- Google Analytics Certification

SKILLS

Hard Skills

- Marketing
 - Digital Marketing
 - Google Ads
 - Google Analytics
 - Microsoft Office Suite
 - Power BI
 - SQL
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- Social Media Marketing
- Web Development - WordPress CMS, Wix, HTML, CSS
- UX Design
- Adobe Creative Suite: Adobe After Effects, Adobe Illustrator, Adobe Photoshop
- Canva
- Sales and Business Development
- Cold Calling
- Email Campaigns
- Content Writing and Copywriting
- Zoho CRM
- SEO, SEM
- CPanel/ GoDaddy Hosting
- Data Cleaning
- DataAnalytics
- Translation

Soft Skills

- Presentation
 - Leadership
 - Time Management
 - Interpersonal Skills
 - Multilingual Communication Skills
 - International Mindset and Cross-Cultural Sensitivity
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