

Abuduxukuer Baikelamu

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Dynamic marketing professional with four years of experience in startup environments, specializing in marketing strategy across diverse projects. Proven expertise in all aspects of marketing, from concept development to execution, driving business success through innovative approaches and data-driven insights.

Work Experience

Co-Founder, Ilghar Consulting | Remote, UK | January 2021 – August 2024

Managed and launched career-focused platforms, growing brand presence and user engagement across various projects. Developed data-driven marketing strategies to boost revenue and optimize customer journeys.

- **UK Visa Jobs (Dec 2022 – Aug 2024)**
 - Created and managed engaging content calendars, resulting in 3 million organic impressions.
 - Led multi-channel social media campaigns, contributing to 20% of total revenue.
 - Increased website traffic by 30% by collaborating on the development and launch of a new customer journey on the platform.
 - Conducted in-depth research and development, enhancing platform features and extending customer lifetime value by 20%.
 - Leveraged data analysis to enhance email campaign strategies, achieving a 25% increase in conversions from warm audiences.
- **OpentoWorld (Aug 2023 – Aug 2024)**
 - Successfully evaluated and implemented a Go-to-Market (GTM) strategy, achieving an average of 10,000 organic traffic per month.
 - Developed a new customer journey, resulting in a 2% increase in conversion rate.
 - Created an automated data scraping and cleaning process, reducing manual data management time by 70%.
- **Learn&Pass (May 2021 – Aug 2024)**
 - Developed a new product categorization system to minimize customer effort during the purchase journey, improving user experience.
 - Designed and implemented career-focused online assessments, increasing the platform's coverage of target online tests by 20%.

Business Consultant, Begler Dental | Remote, Turkey | January 2024 – June 2024

- Conducted in-depth market research and developed both a primary and backup Go-to-Market (GTM) strategy, enabling the clinic to achieve profitability within the first three months.
- Developed a customized CRM software using ClickUp, enabling single-click free consultations and utilizing predefined forms for online aftercare monitoring.

- Developed a lead-focused digital marketing strategy that generated 80+ leads within the first two months on a new account with a budget of less than \$1500.
- Consulted on website development, covering all clinic needs while reducing development costs by 30% compared to industry averages.

Education

University of Birmingham | *Birmingham, UK* | **Sept 2020 – Sept 2021**

Master of Data Science (Completed all coursework; withdrew during the personal project phase.)

Marmara University | *Istanbul, Turkey* | **Sept 2017 – Sept 2019**

Master of Statistics

Marmara University | *Istanbul, Turkey* | **Sept 2012 – Feb 2017**

Bachelor of Labour Economy and Industrial Relations

Skills

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|--------------------------|----------------------------------|
| • Social Media Marketing | • Problem-Solving & Adaptability |
| • Content Creation | • Communication & Teamwork |
| • SEO & SEM Analytics | • R&D |
| • Email Marketing | • Python |
| • Paid Marketing | • CRM |

Languages

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| • English – Professional | • Chinese – Native |
| • Turkish – Professional | • Uyghur – Native |