

Ainur Iskakova

PR/Comms/SMM team lead

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Professional Experience

Head of media network August 2024 - present

Red Bull Kazakhstan

Managed media partnerships and PR activities, securing extensive media coverage by outlets like Tengrinews, Stan.kz, 98Mag, Nur.kz, Zakon.kz | Created strategic integrations with top local talents, including NNN_Nurdaulet and Achibaalt, to enhance brand awareness

Head of communications May 2023 - May 2024

BTS Digital - IT Company

Building awareness about the company and its products, communicating values and benefits to the target audience, managing PR and internal communications

Accomplishments: Increased free media mentions by 30% | Facilitated partnerships with the DesignScience 2023 conference, DevOpsDays Almaty 2023 and AIESEC Career Development Day

PR manager May 2022 - April 2023

Aitu Dala - IT Company

I helped to learn target audiences about our flagship products like qalaisyn.kz, aitube.kz and others using the most meaningful communication channels and creative campaigns in the most efficient way possible

Accomplishments: Increased free media mentions by 100% | Coordinated mural implementation at the popular park that increased brand awareness by 5% | Established media partnerships with popular media outlets: Bluescreen, Digital Business, WeProject

Project Coordinator Nov 2021 - June 2022

Go Viral Central Asia with IWPR in CA

Developed strategic plan | Managed organization of project activities in Central Asia | Designed project events, promotions, and outreach campaigns | Created friendly and supportive team environment | Established partnership with stakeholders

Accomplishments: Increased brand awareness in the Kyrgyz Republic, Uzbekistan, Tajikistan by 4% within 3 months | Contributed to community members raise by 5% within 3 months | Developed PR article read by 1 200 people

National consultant on PR May 2021 - Dec 2021

The International Organization for Migration in Kazakhstan

Handled media relations | Supported National dialogue | Developed social media content to raise awareness regarding the human trafficking issue in Kazakhstan

Accomplishments: To commemorate World Day Against Trafficking in Persons, I organized a media campaign that reached about 7 500 people. Overall, as part of the media campaign, 6 PR articles were published | As part of the support of the National Dialogue, a series of social media posts, interviews, PR articles, and a press release were developed. The first post reached more than 1000 people and was the highest performing of the previous month's posts. Subsequently, two follow-up posts reached 4 000 and 3 2000 people respectively. Overall, 9 posts reached 9 952 people.

PR & SMM consultant Sep 2020 - May 2021

Short-term fixed contract

Lead two projects with the ICAP at Columbia University and American Corners Network in Kazakhstan and supported an online launch of the creative space in Atyrau run by Chevron Kazakhstan.

Awards

PR breakthrough of the year 2022
LLP "Aitu Dala"

Mission Honor Award for creativity, careful planning, and attention to detail in the successful celebration of the U.S. Mission's first-ever "World Space Party"

Mission Honor Award for strategic vision, creativity, and dedication as media and marketing coordinator of the Almaty Mini Maker Faire
Department of State Superior Honor Award for organizing Go Viral 2017 Festival

Mission Honor Award for Content development

Certificate for the personal contribution to the work of Central Communications services and dignity shown in promoting government politics of RK
"Bolashak" International Scholarship of the President of RK

Technological Proficiencies

Conducting interviews
Writing media articles
Writing scripts and scenarios
Microsoft Office Suite
Email marketing (Salesforce & Sendpulse)
Adobe Photoshop/Premiere
Podcast editing
Photography
Videography/ editing

Professional Development

2019 - Visual Diplomacy: Photo and Video Course Foreign Services Institute, Department of State, U.S. Embassy, Bangkok

2017 - Social media practitioners workshop
Foreign services institute, Department of State, DC Washington, USA

2016 - Photography and video production workshop
Capture Studio Almaty

Other activities

Conducted lecture on Intro to Digital media professions for NGO "Girls Fund" - January 2022

Shared with girls from Jezkazgan on what is the state of professions like PR, Comms and SMM specialists in Kazakhstan and what skills are necessary

ICAP at Columbia University: Developed communications strategy for "Almaty Model for HIV Epidemic Control" | Organized SMM training for NGOs to improve their presence on social media | Rolled out a media campaign to commemorate International AIDS Day - December 1 | Supported informational campaign on COVID-19 vaccination

American Corners Network: Developed SMM strategy 2021 year for 11 corners | Conducted training and one-to-one consultations on SMM | Developed checklists, guidelines, and recommendations on community management and effective social media management.

2016 - 2020

The U.S. Diplomatic Mission to Kazakhstan

Within the Mission, I held various positions such as Communications Manager, Digital Content Coordinator, and Information assistant, details are as follows:

PR & SMM Manager

Jun 2020 - Dec 2020

"MakerCampforGirls" project

Developed and executed PR&SMM plan | Produced digital content for the @makercampkz page | Recruited speakers | Developed press materials and successfully pitched to media

Accomplishments: Increase of followers from 0 to 1000 in one month, attracted 905 girls to register to the camp, developed and secured publications of five PR articles on Forbes.kz, BusinessFM.kz, Manshuq.com, Inbusiness.kz and BLVDX.kz.

Communications Manager

Nov 2019 - Aug 2020

Go Viral Festival

Developed and carried out a communication strategy | Organized events to foster ongoing engagement with and within the Go Viral Network | Oversaw social media campaigns and coordinated work of the SMM specialist

Accomplishments: Established partnership with media outlets - Manshuq.com, The Village, WeProject, Kyrgyz portal OKNO, and Oyla magazine | Via online and offline activities increased # of the community members from 4000 to 6000 people in three months.

Digital Production Coordinator

Jan - Nov 2019

the US Embassy in Astana

Managed Mission's social media accounts | Produced and advised on all visual and multimedia elements of Mission's public engagement | Organized online and offline activities to increase Mission's visibility and foster community engagement

Accomplishments: Successfully ran social media campaigns, such as #21DaysofGreen and #EnglishwithUS challenges, which twice increased the reach and number of followers on Instagram | Developed and implemented comprehensive Communication Plan 2019 | Organized the first-ever Space Party in Central Asia and established a partnership with Kazakhstan Garysh Sapary.

Information Assistant

Oct 2016 - Sep 2018

the U.S Consulate General Almaty

Accomplishments: Developed the section's social media policy and communication plan; As part of the core team successfully organized Go Viral Festival 2017, 48 Hour Film Race | Ran successful social media campaign during Winter Universiade 2017, and secured media coverage for the U.S. team | Appointed as Marketing and PR coordinator for Almaty Mini Maker Faire 2018.

Marketing and PR coordinator, Almaty Mini Maker Faire 2018 (January-April)

Developed and implemented strategic communication plan at the Festival using both traditional and digital media | Organized media coverage and social media campaigns; As a result of comprehensive online and offline outreach campaigns more than 200 makers and more than 1000 guests attended the Almaty Mini Maker Faire.

Education

M.Sc. in PR & Corporate Communication, GPA 3.67

2013 - 2015

New York University

B.Sc. in Political Science, GPA 3.64

2006 - 2010

KIMEP University

to succeed in these professions

Conducted consultation on SMM for NGO "Girls Fund" - August 2021

Developed SWOT analysis of the Fund's social media presence, trained on effective writing, and helped to develop a monthly content plan

Conducted training "Let's rock SMM" for 11 American Corners Kazakhstan coordinators - December 2020

Developed checklists and guidelines on making photo and video content, building an online community, and effective social media management

Managed online intensive course "LevelUP" for MakerCamp alumni girls - November 2020

Developed program, recruited trainers, communicated regularly with course participants to ensure daily attendance and home assignment submissions

Conducted training "SMM for business" - May 2020

Within the Go Viral Project organized a four-day intensive online workshop on managing social media pages for businesses

Senior lecturer, Fall 2018 semester -

Department of media communication and history of Kazakhstan, International IT University
Taught "Media Management" course

Languages

Russian - native speaker

Kazakh - native speaker

English - fluent