

# Gulziya Baidaly

## PR & Marketing Director

Kazakhstan, Almaty | gulziya.baidaly@gmail.com | +7 702 1946 999

### PROFILE

Dynamic and results-driven PR & Marketing Director with 10+ years of experience leading high-impact public relations strategies, international media outreach, and large-scale event launches across the Central Asia region. Proven success in building strong brands, leading cross-functional teams, securing top-tier media coverage, and scaling digital presence. Skilled in stakeholder engagement, influencer marketing, team leadership, and strategic communications.

### EMPLOYMENT HISTORY

#### Film Promotion & Digital Campaign Specialist

Feature Film “Solai Bolyp Qaldy” — Kazakhstan, March - May 2024

- Led the digital promotion and audience engagement campaign for the feature film Solai Bolyp Qaldy in cinemas across Kazakhstan.
- Executed targeted social media marketing to build anticipation, drive attendance, and expand reach.
- Contributed to the film’s commercial success, generating over 200 million KZT in box office revenue within the first month.

Web Series “Kuda Smotrit Akimat” — Kazakhstan

- Managed the online promotion and audience growth strategy for the YouTube series Kuda Smotrit Akimat.
- Achieved over 1 million views per episode, driving significant public interest through timely and socially relevant storytelling.
- The campaign’s success and viral reach led to the production and release of a second season.

#### Brand Development Manager, PR Director

BRAND DIRECTOR (Roza.coach) — Kazakhstan, Almaty (Dec. 2022 – Feb. 2024)

- Built a fully functioning team from the ground up, including sales department, back office staff, video production and editing teams.
- Recruited and interviewed candidates, assigned roles and responsibilities, and assembled a team of 30 professionals.
- Strengthened internal culture through team-building events, office setup, training sessions, conferences, and presentations.
- Focused on establishing the expert’s public image, expanding audience reach, and positioning the brand as an opinion leader.
- Oversaw media relations and successfully secured 20+ publications in traditional media and social platforms.
- Managed the production of video courses on financial mindset, relationships, and business thinking.
- Led marketing strategies that increased the expert’s following from 250,000 to 500,000 subscribers, with a 3× growth in sales.
- Boosted engagement across Instagram, TikTok, and YouTube, and attracted more collaboration opportunities, enhancing brand recognition, audience loyalty, and trust.

#### Regional PR & Event Manager

Ustudy Test Center — Kazakhstan, Almaty (Nov. 2015 – Aug. 2017)

- Successfully organized the opening of 19 educational centers across 14 cities in Kazakhstan.
- Managed end-to-end event logistics, including catering, media coverage, and guest coordination.
- Collaborated with local and national media outlets, educational authorities, and city administrations.
- Acted as event host and scriptwriter; conducted negotiations with local government and education departments.
- Produced promotional videos and worked with education influencers to drive public engagement.
- Launched PR campaigns aimed at brand awareness, product introduction, and sales growth.
- Oversaw communication with the National Testing Center, coordinated interviews and press releases for media outlets across Kazakhstan and Central Asia.
- As a result of strategic campaigns, daily sales of national exam (ENT) preparation tests increased to 50–70 students per day.
- Introduced a new digital preparation method for the ENT exam, enabling personalized feedback by identifying students’ strengths and weaknesses through saved test data.

## **Erasmus+ Intern**

Mediterranean Conference Centre, Malta (May 2014 – Oct.2014)

- Assisted in organizing a European Summit as part of the Erasmus+ Practice Internship.
- Promoted the Mediterranean Conference Centre as both a conference venue and cultural museum.
- Contributed to increasing tourist visits by 15%, resulting in higher sales and enhanced brand awareness.
- Created promotional materials in Russian, Turkish and English.

## **Admissions & Recruitment Assistant (CIS Region)**

University of Information Technology and Management — Poland (Oct.2013 - May 2014)

- Collaborated with the recruitment team for CIS countries, focusing on student admissions and university promotion across the region.
- Increased the number of students from Kazakhstan from 12 to 85, contributing to a significant rise in overall enrollment.
- Registered over 100 students; provided full coordination from document submission to arrival and campus settlement.
- Organized team-building activities and intercultural events to support student engagement.
- Participated in the university's marketing team, promoting the institution through regional campaigns and outreach initiatives.

## **Skills**

*Public Relations:*

Strategic Communications • Media Relations • Crisis Management • Press Releases • Brand Positioning • Media Negotiations

*Event Leadership:*

High-Profile Event Planning • Ceremony Scripting • Team Management • VIP Coordination • Stakeholder Engagement • Intercultural Events

*Digital Marketing:*

Influencer Marketing • Content Strategy • Social Media Campaigns • Audience Growth • Video Production Supervision • Analytics

*Team & Project Management:*

Team Building • Recruitment • Cross-functional Team Leadership • Performance Coaching • Office Setup & Operations

## **CERTIFICATE**

- Microsoft Public Relations and Communications Associate — Coursera
- Social Media Marketing in Practice — Coursera

## **LANGUAGES**

- Kazakh — Native
- Russian — Native
- English — Fluent (IELTS 8.0)
- Turkish — B2