1. **Nominee Profile**

**2008-2011** – Worked as a journalist in financial and business media (Business and Power, "My Business Kazakhstan" magazine, journalist at the Kazakhstan Stock Exchange KASE)

* Skills: Writing analytical and news articles, conducting interviews, researching and analyzing financial data, creating content for business and financial publications.

**2011-2013** – Worked at digital agency DASM Interactive (Head of Web Development Department)

* Skills: Project management in web development, team coordination, creating and implementing digital strategies, client interaction and requirement gathering, quality control and project deadline adherence, experience with various web technologies and platforms.

**2013-2019** – Head of advertising agency ROI Group (Client management, business management and development)

* Skills: Strategic planning and business development, managing client projects, creating and implementing advertising campaigns, negotiating and contract management, team management, financial planning and budgeting, marketing strategy analysis and optimization.

**2019 – Present** – CEO & Founder of digital media bluescreen.kz

* Skills: Launching an online media outlet and forming the editorial and administrative staff, attracting partners and advertisers, building partnerships with media representatives, public figures, and influencers in the IT media sector, project development, strategic planning and management, content creation and editorial policy, website and content project analysis and optimization, experience with analytical tools and metrics, managing social media and SMM strategies.

1. **Why do you think the nominee should win this award?**

1. It's important not only to give people information but also to make them think about it

In 2019, when the idea of launching a tech media platform came up, digitalization in Kazakhstan was just starting to take off. The digital sector was growing and needed media coverage of important events. However, there were very few articles available.

People not in IT found it hard to understand and appreciate articles written in complex technical language. On the bluescreen.kz website, we explained complex IT processes in a clear and simple way. We described how 5G technology works and why it is not harmful, debunked tech myths, and provided information about digital government services. This helped our readers understand that technology is here to make life easier and better.

Additionally, the bluescreen.kz team created a Kazakh IT community on Telegram. Many of our subscribers are IT experts, heads of IT departments, and people involved in IT in their work. Our news is often quoted and shared by other public pages and news media. The expert community can also publish their thoughts and opinions in the "Blogs" section on our website, where each expert can share their IT experience.

1. **IT News in Kazakh**

In 2024, the bluescreen.kz team started publishing news and articles in Kazakh. As the use of the Kazakh language in IT grows every year, we decided to create content in Kazakh for the Kazakh-speaking audience, expanding their knowledge and interest in the field.

1. **Six Years: Launching and Sustaining a Media Outlet in Kazakhstan**

Given that the press and media in Kazakhstan receive minimal funding compared to TV, radio, and outdoor advertising, generating revenue is very challenging. Despite this, the bluescreen.kz project has been running for almost six years and continues to maintain high-quality content.

1. **Supporting Materials**

<https://bluescreen.kz/kak-vsio-nachinalos-malienkaia-istoriia-bolshogho-proiekta/> - Author's article about the challenges of launching a tech media in Kazakhstan.

<https://bluescreen.kz/matiematika-skolko-stoit-nishievoie-miedia/> - Author's article on the cost of launching a tech media in Kazakhstan.

<https://bluescreen.kz/vyzhivaniie-biez-inviestitsii-opyt-bluescreen-kz/> - Author's article about the experience of attracting investments to the project.

<https://bluescreen.kz/vnutri-it-v-ghostiakh-u-korkiem-tieliekom/> - Interview with the tech brand Sergec.

<https://er10.kz/read/kogda-kazahskij-jazyk-stanet-jazykom-vysokih-tehnologij-razmyshlenija-it-redaktorov-kazahstana/> - Article on the need to introduce IT content in the Kazakh language.

<https://youtu.be/ZY0P3puIi5o?feature=shared> – Interview about the bluescreen.kz project (how I got into this profession, why I chose this industry, the main goal of the project, difficulties and problems in the first years of work, where to find IT experts and how to gather quality information, how to establish connections with press services, what the ideal media site looks like, how profitable it is to develop IT media, the future of niche media in IT: which technologies will be key in the near future, 5 tips for creating a media project in the IT field).

<https://youtu.be/3baVJuVd1Q4?feature=shared> – Хо

Personal opinions of people in the field in the Tech Osek video podcast. Ruslan Yesentayev, a neural network researcher, neurodesigner, and co-founder of the "Gravitation" graphic design studio, talked about how AI can be used in design, in creating music videos, which tasks can be delegated to AI, and how to communicate with AI to get excellent results.

<https://youtu.be/4bdAXMlcZLk?feature=shared> - Бекарыс Нурумбетов, руководитель

Personal opinions of people in the field in the Tech Osek video podcast.

Bekarys Nurumbetov, head of mobile financial services at "Tele2 Kazakhstan", shared his expert opinion on fintech, how Kazakhstan's digital economy is developing, and why the presence of Visa and MasterCard in the market is so important.

<https://youtu.be/9IauBK8QBR8?feature=shared> - Personal opinions of people in the field in the Tech Osek video podcast. Ruslan Dairbekov, founder of the Eurasian Digital Foundation and director of the legal firm DRCQ, tried to fully explore what digital law is. Do citizens have the right to demand compensation for data leaks? What information published online can people be held accountable for?

<https://youtu.be/m7xthglSZBI?feature=shared> - Video podcast. Interview. Discussed the specifics of PR work, press releases and IT journalism.