

Zuhriddin Sharofiddinov

Etobicoke, ON, Canada • zukhriddinsh@gmail.com • +1(437) 214-2297
LinkedIn: <https://www.linkedin.com/in/zuhriddin-sharofiddinov-b04b80240/>

Education

Centennial College

Scarborough, ON

Ontario Advanced Diploma (Software Engineering Technology and AI)

Fall 2024 - Summer 2027

Technical Proficiency

Tools: Unix, Linux, Windows, MacOS, Basic Data Analysis, Gemini, Google AI studio, Facebook Ads Manager, CRM, Canva, VN, CapCut, Google Docs, Google Sheets, Google Ads, Google Analytics, Google Trends, Trello, ConnectTeam, Adobe Creative Cloud, Microsoft Excel, Microsoft Teams, Microsoft Outlook, Microsoft Office, LinkedIn. **Programming:** C#, JavaScript, SQL, Java, Python.

Languages: English, Russian, Uzbek, German.

Skills: Agile Methodologies, Software Requirements Specification, Marketing, Digital Marketing, Sales, Retail, Customer Service, Analysis, Team Management, Task Delegation, Business Management and Strategizing, Partnership Negotiation, Prompt Engineering, Business Analysis, Sales Funnel Development.

Work Experience

Quartermaster Inc. (Home Service Platform)

April 2025 – Present

Field Marketing Representative

Toronto, Canada

- Assist homeowners with Quartermaster Website and Application Features and help them set up their account
- Provided proper information about the company's main goal to homeowners
- Facilitate connections between homeowners and their neighbours by encouraging word-of-mouth referrals for home services within the neighbourhoods (streets, avenues, etc.)
- In 3 months, collected 250+ referrals from homeowners on home service professionals they used in the past 5 years.

LXT AI (Generative AI)

October 2024 – January 2025

Data Entry Clerk

Mississauga, ON

- Transcribed audio into text in Uzbek language, clarified the proper usage of words and its order.

Infinix Mobility (Production of gadgets)

March 2024 - August 2024

Marketing Manager

Tashkent, Uzbekistan

Instagram: @infinix_uzbekistan

- Delegated tasks in the marketing department, supported the department with requesting additional information from headquarter in China and confirmed upcoming product launch campaigns;
- Administered 2 social media platforms, analyzed the effectiveness of content, launched collaboration campaigns with retailers, communicated with 50k audience on Instagram page, and answered their questions;
- Ran product presentation content with 30 bloggers and influencers, signed 2 ambassadors to represent products, organized overall 25 presentations for partners on new product launch campaigns, negotiated partners' questions, and provided further details for partnership;
- Assisted 3 Central Asian marketing departments in case of unexpected load of work on the department, shared experiences to overcome budget losses, and advised on launching new products in the market.

IBS Group (Building solutions)

November 2023 – April 2024

CEO's Personal Assistant

Tashkent, Uzbekistan

- Supported CEO with daily meetups with partners, ran social media platforms (Instagram, Telegram) and launched target ads on materials for interior and exterior, updated website catalog, handled Google ads, and analyzed results to properly allocate upcoming budget;
- Offered personalized solutions to customers' properties, and asked for customers' preferences to make offers better;
- Kept track of 3 main competitors' solutions and gathered SWOT analysis, worked on the quality of customer service;
- Presented products in exhibitions, showcased product features, and tested products for durability, water resistance, and other conditions;
- Trained sales and marketing department on regular updates of products.

Projects / Activities

TedxTSUE (Instagram: @tedxtsue) – Co-organized this event in March 2023 and led the team of 25 members.

IBS Group (Instagram: @ibsgroup_uz) – Came up with marketing initiatives and implemented it on social media and increased the possibility of Web search existence.