

Malika Safarova



Telephone: (+420) 608 608 477
Email: Malikasafaro@gmail.com
Social: [LinkedIn](#)

Nationality: American, Czech
Birthday: 10.08.2000
Residing: Umeå, Sweden

PROFILE

Graduating this June with a Master's in Business Development and Internationalization from Umeå University, complemented by a minor in Finance, I'm seeking a challenging role in strategy and transformation. I bring two years of professional experience at Kantar, where I delivered data-driven insights to international clients, along with an additional year of hands-on experience developing growth strategies for a variety of tech and science companies.

EXPERIENCE

MARKETING MANAGER & BOARD TREASURER (VOLUNTEER POSITION)

Oct. 2023 – Present | UMMC | Umeå, Sweden

- Voted as Board Treasurer for a community film-making organization, responsible for financial oversight, strategic planning, and operational support.
- Expanded brand reach and audience engagement by managing social media on Facebook, Instagram, and LinkedIn.
- Implemented the club's first reimbursement system, reducing expense claims' processing time by two weeks.
- Developed a centralized online knowledge management system, improving collaboration and reducing delays.
- Served as cinematographer, editor, and director on film projects, with one accepted into two film festivals.
- At the Ostrobothnia Film Festival in Finland, I represented the movie-making club and built strong connections with key Nordic film industry figures, including Finnish and Swedish filmmakers and the funding body Film i Västernorrland, which helped us secure funding for our next short film.

ACCOUNT MANAGEMENT & MARKETING INTERN (FULL-TIME STUDENT POSITION)

Mar. 2024 – Aug. 2024 | ELASTISYS | Umeå, Sweden

- Actively participated in a B2B tech start-up's efforts to unify marketing and account management, acquiring practical insights into account-based marketing, and customer journey mapping.
- Designed the company's first NPS survey, identifying customer experience improvements.
- Advocated for the inclusion of a descriptive feedback section in the NPS survey, enabling more detailed insights to inform retention strategy adjustments for the CEO.
- Gained foundational knowledge of the NIS2 Directive and the critical role of compliance in tech infrastructure.

SUSTAINABLE INNOVATION MANAGEMENT (SPONSORED PROJECT)

Jan. 2024 – Feb. 2024 | OLOFSFORS | Umeå, Sweden

- Applied innovation-related theories in different settings to generate new approaches to sustainability for Olofsfors.

INTERNATIONAL BUSINESS DEVELOPMENT CONSULTANT (CAPSTONE PROJECT)

Nov. 2023 – Jan. 2024 | CATATOR | Umeå, Sweden

- Led a multi-country market analysis on hydrogen energy opportunities, evaluating diverse government policies and market dynamics to provide strategic insights for Catator.

- Managed relationships as the primary contact for the business development team, ensuring market intelligence for potential partnerships.
- Provided over 20 high-potential leads, facilitating expansion into new markets in Turkey, Czechia, and France.

AI AMBASSADOR (FREELANCE)

Sept. 2023 – Nov. 2023 | ANDSEND | Umeå, Sweden

- Developed and executed targeted cold outreach campaigns using the AndSend AI platform to penetrate the digital nomad market segment, leading to 7 leads signing up within my first week.
- Contributed actively to weekly team check-ins by sharing successful cold outreach strategies, enhancing team knowledge and collaboration.
- Expanded LinkedIn network to 900+ business professionals within 3 months, facilitating broader digital industry insights and potential networking opportunities.

RESEARCH EXECUTIVE & CREATIVE CONSULTANT (FULL-TIME)

Oct. 2021 – Aug. 2023 | KANTAR | Prague, Czechia

- Leveraged data-driven analyses of KPIs and utilized Excel and PowerPoint to generate detailed reports and polished presentations on advertising performance,
- Designed and implemented targeted surveys to measure ad effectiveness, aligning key metrics with project goals and delivering accurate results on time to help clients better understand performance.
- Managed full project lifecycles in collaboration with cross-functional teams, overseeing budgeting, supplier and data sourcing, and analysis, leading to the delivery of client-ready insights.
- Assisted French market product lead in client team meetings to stay aligned, identify new areas for collaboration and ensure mitigation of potential risks and issues.
- Led knowledge-sharing initiatives and mentored junior team members, boosting project capacity and delivery speed.
- Adopted data storytelling techniques to develop compelling slide presentations that clearly communicated the strengths and weaknesses of the advert to the client, facilitating informed discussion and strategic decision-making.

HR SERVICES ASSOCIATE (PART-TIME STUDENT POSITION)

Aug. 2020 – Oct. 2021 | SAP | Prague, Czechia

- Handled a diverse array of HR inquiries through tickets, chats, and calls, addressing a wide spectrum of topics, including benefits, payroll, and policy interpretations, for employees across the EMEA region.
- Utilized German and English language skills to provide accurate and efficient support.
- Used advanced Excel formulas to analyze ticket volumes and identify process improvements, leading to an updated knowledge base that improved response quality and reduced resolution times for new issues.
- Organized virtual employee engagement events, including online social gatherings and Slack add-ins, to strengthen communication and maintain positive employee relations during the COVID-19 pandemic.

EDITOR & PROOF-READER (CONTRACTUAL)

2020 (2 semesters) | PRAGUE UNIVERSITY OF ECONOMICS AND BUSINESS | Prague, Czechia

- Proofread scientific articles for grammar, clarity, and style prior to journal submission, providing detailed feedback that enhanced the overall quality of the manuscripts.
- Collaborated with a professor to design supplementary learning materials, including cases and discussion prompts, and practice problems for the international business bachelors supply chain module, enriching the students' learning experience.

EDUCATION

MASTER'S IN BUSINESS ADMINISTRATION (120 ECTS)

Graduation: June 2025 | UMEÅ UNIVERSITY | Umeå, Sweden

- Specialization: Business Development and Internationalization, Minor: Finance
- Master's Thesis: How are human risks considered and integrated in venture capital decision-making for AI startups?
- Relevant Modules: Investment, Governance, Strategizing in Business Development

BACHELOR'S IN INTERNATIONAL ECONOMIC RELATIONS (180 ECTS)

Graduated: January 2022 | Prague University of Economics and Business | Prague, Czechia

- Relevant Modules: Strategic Management, World Economics, Accounting, Corporate Finance

INTERNATIONAL BACCALAUREATE (IB) DIPLOMA

Graduated: May 2018 | PRAGUE BRITISH INTERNATIONAL SCHOOL | Prague, Czechia

- Relevant Modules: Business Management, Computer Science, Mathematics, English Language & Literature, German Language

OWN VENTURE'S

FOUNDER, LAXENS LILLA NOS (2024)

- Conceptualized, produced, and marketed a line of candles, gaining firsthand experience in small business operations, including customer engagement and sales
- Partnered with designers to identify and secure optimal materials, ensuring alignment with design specifications and project goals
- Managed all aspects of sales at local Christmas markets, including product presentation, customer interaction, and transaction processing, resulting in exceeding sales targets by 40%

SKILLS

- | | |
|---|---|
| • Strategic analysis | • Presentation and storytelling |
| • Business transformation | • Digital strategy development |
| • Problem-solving | • Adaptability in dynamic environments |
| • Understanding of Generative AI and Agentic AI | • Self-motivation and initiative |
| • Cross-functional collaboration | • Global collaboration experience |
| • Stakeholder engagement | • Familiarity with business frameworks (e.g., SWOT, OKRs) |
| • Clear written and verbal communication | • Tech fluency and systems thinking |

LANGUAGES

- | | |
|--------------------|----------------|
| • English (Native) | • Czech (B2) |
| • German (B2) | • Swedish (A1) |

COURSES

- Creative Specialist - Kantar