

Meruyert Togaibekova

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Education

NAZARBAYEV UNIVERSITY

Bachelor of Arts in Economics

Astana, Kazakhstan

June 2023

NAZARBAYEV INTELLECTUAL SCHOOL

Graduated with high honors

Taraz, Kazakhstan

June 2018

Leadership & Activities

TEDXNAZARBAYEVUNIVERSITY

Organizer, Licensee

Astana, Kazakhstan

September 2021 – Present

- Coordinated and organized “TEDxNazarbayevUniversity” event for 100 attendees
- Provided and implemented a strategic direction and marketing campaign to promote and develop TEDx events
- Communicated with sponsors and speakers, settled disputes and negotiations
- Led a team of 11 people by delegating tasks and assigning roles

NU ACADEMIC ADVISING OFFICE (NU AAO)

Peer Advisor, AAO Fellow

Astana, Kazakhstan

January – September 2022

- Planned and organized events for students to get acquainted with the university
- Provided weekly office hours as a student source of academic advising for freshmen students
- Promoted NU AAO to the students through social media management (Instagram, TikTok)

CAREER AND ADVISING CENTER (CAC)

Marketing Communications Intern

Astana, Kazakhstan

March – May 2022

- Planned and implemented advertising and video marketing campaigns
- Developed the center’s communication and marketing strategy for social media (Instagram, TikTok)
- Provided and created content for social media by interacting with the members of the center

MARKETING & MEDIA OUTREACH DEPARTMENT

Marketing Intern

Astana, Kazakhstan

February – March 2022

- Managed social media accounts, assisted in content planning and creation
- Planned and implemented marketing campaigns and events to promote the university and its official Instagram page
- Communicated with other departments of the university to develop a marketing strategy

Awards & Certifications

- Awarded 1st place at BI Group Case Championship 2020 (+100 teams)
- Awarded 3rd place at Accenture Case Championship 2021 (+75 teams)
- Awarded High Quality Awards 25% at Changellenge Cup Moscow 2020 (+875 teams)
- Awarded High Quality Award 25% at Changellenge Cup Russia 2022 (+925 teams)

Skills & Interests

Technical: Photoshop, Canva, Figma, Excel, Stata, Python (numpy, pandas)

Languages: Fluent in English, Russian, Kazakh, and Beginner in Spanish

Interests: Playing chess, designing websites