# Nurgul Hahn

A creative and collaborative Digital Specialist with 5 years of experience. Expert in driving growth and raising brand awareness through customer-centric campaign strategies. Specializes in content development, cross-channel marketing, digital communication, and social media management.

https://norathecreator.github.io/Main-Portfolio/

California 786-695-1715

nurgul.hahn@outlook.com



## Work Experience

#### **Digital Solutions Team**

Pearson

June 2022 to August 2022

- Develop the processes and scripts to create, share and coach knowledge base content within Pearson Higher
- Designing the branding & voice of the content to inform users of features, solutions, and workarounds

#### **Content Creator**

Freelance

- Create and utilize digital assets developed through collaboration with graphic design team to produce all forms of promotional web and email content.
- Assist in coming up with new enhancements to the website content management system through collaboration with the Development and E-commerce teams.

#### **Content Developer**

Smart Digital
May 2020 to December 2021

- Implements cross-channel marketing and advertising campaigns. Responsible for handling B2B and B2C client marketing campaigns, from planning to optimization.
- Maintained websites and looked at data analytics by compiling financial and statistical information.

#### Sales & Marketing Coordinator

SMM PRO Agency April 2017 to May 2020

- Developed and executed digital marketing content strategies. Increased organic site traffic by 69%.
- Worked on sales proposals and direct mail marketing campaigns. Coordinated trade shows and events.

#### **Guest Service Agent**

Marriott International December 2015 to May 2017

- Provided service excellence to guests and increased brand quality and image. Made effective guest arrangements based on needs and requirements.
- Coordinated guest services before arrival and improved service quality

# Educational Background

### Guizhou University Guiyan, China

2017

Master's Degree in International Trade 2023

**Eurasian National University**Bachelor's Degree in Languages
(English and Chinese)

## Skills and Proficiencies

- Fluent in Russian, Kazakh, Chinese
- Copywriting, editing, Photoshop, Adobe AE
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Salesforce, Quantum Metrics
- · Agile development, Scrum, Jira
- Inside Selling, SPIN Selling
- Marketing Modeling, CRM, UI/UX Design
- E-Commerce, Kentico CMS Platform
- HTML, CSS, JS, JQuery, MySQL
- Manual Testing

## Volunteer Work

Volunteer Social Media Coordinator
Fuzzbuzz Animal Shelter
2020 to 2021

**Volunteer Liaison Officer** Astana Economic Forum 2019