

Nurgul Hahn

Digital Media Specialist/Web Design

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 cross-channel marketing, digital communication, and social media management.

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

California

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Work Experience

Digital Solutions Team Intern

Pearson

June 2022 to August 2022

- Develop the processes and scripts to create, share and coach knowledge base content within Pearson Higher Ed.
- Designing the branding & voice of the content to inform users of features, solutions, and workarounds
- Maintained websites and looked at data analytics by compiling financial and statistical information.

Web Designer

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.

Digital Marketing Specialist

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

Master's Degree in International Trade
2023

Eurasian National University

Bachelor's Degree in Languages
(English and Chinese)

2017

Thesis: Comparative analysis of the basic models of word formation of the German group languages.

Volunteer Work

Volunteer Social Media Coordinator

Fuzzbuzz Animal Shelter

2020 to Present

Volunteer Liaison Officer

Astana Economic Forum 2019

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, CMS Platforms
- HTML, CSS, JS, JQuery