

Ainur Selichsheva

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36 Mangilik el Street, Astana, Kazakhstan, 010000

WORK EXPERIENCE

Zebrain Media Group, Kazakhstan

04/2018-present

Founder

- Opened and promotes own podcast studio, creating YouTube channels and digital content for clients. Many customers received the Silver YouTube play buttons
- Produced many TV projects for national TV channels, which have a high ratings
- Created and held a social exhibition by a local artist about the role of women in society called "I Want to Fly"
- Managing a creative team of 15 people to create several TV shows on national television. All of them were extended to the next seasons due to high ratings
- Directed *Checked* and *Mayors* TV shows as an author and chief editor which were in the TOP-3 programs
- Nominated for the Best Social Project award for *Checked* and *Mayors* projects
- Supervised *Mega Construction* TV Project which received positive response from viewers

BIG Name Brand Agency, Kazakhstan

06/2016-04/2018

CEO

- Led the *Nur-Sultan city public transport PR-promotion* project
- Implemented bus lanes. Introduced card payment for bus fee decreasing cash turnover by 50%
- Organized and attracted sponsors for the International Transport Conference with 500 participants
- Launched *Damumed Health* application with total 4 million downloads and 10 000 downloads at the first day
- Project manager of Association of Business Women of Kazakhstan. Produced social campaigns on gender equality in Kazakhstan
- Introduced the paid parking in the capital city for the first time
- Presented buses made in Uzbekistan at the «EXPO» International Exhibition. TOP-10 media in Kazakhstan broadcasted the event
- Promoted “Zhasampaz” Consortium during the International Forum of Light Industry Manufacturers. 1000+ informational materials about the Consortium were published in top mass medias in Kazakhstan

Kaznetmedia, Kazakhstan

03/2015-09/2016

PR Advisor to CEO

- Promoted Kazakhtelecom National Telecommunications Company to establish effective networking with users
- Attracted international media including CNN, CNA Singapore, Euronews to Astana Invest Forum

Today web-site news agency, Kazakhstan

09/2015-06/2016

Deputy CEO

- Increased the number of readers by 80 % and rating surged from 46 to top 5

TV Channel #7, Kazakhstan

01/2007-03/2015

Journalist, Editor

- Headed the final analytical program titled "In other words"
- The program reached the first line in the rating among the analytical programs of all TV channels

EDUCATION

North Kazakhstan National University named after M. Kozybaev, Kazakhstan	2002-2006
Bachelor's degree in Journalism	
GPA: 4.6/5.0	

PROFESSIONAL DEVELOPMENT

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| ➤ English as a Second Language Courses in USCD, USA | 2021 |
| ➤ Brand Management. Certificate of Completion by University of London, Coursera | 2020 |
| ➤ Strategic Marketing. Certificate of Completion by LABA, Ukraine | 2016 |
| ➤ Business news. Certificate of Completion by Internews Kazakhstan | 2008 |
| ➤ TV News course. Certificate of Completion by National Association of Television and Radio Broadcasters of Kazakhstan | 2007 |
| ➤ Political TV Report. Certificate of Completion by Internews Kazakhstan | 2007 |

AWARDS

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- Letter of gratitude from the Ministry of National Economy of the Republic of Kazakhstan for effective reports
 - Letter of gratitude from the Head of Today informational website for contribution in promoting and development of the website
 - Letter of gratitude from the Mayor of Saryarka region of Nur-Sultan city for informational reports
 - Diploma in nomination "The Best journalist of the 2007 year" (Era TV)
 - Letter of gratitude from the Head of the "Nur Otan" Party

SKILLS

Leadership, Managing Creative Team, Business Development, Negotiation, Communications, Analysis, Planning, Critical Thinking, Customer Relations, Operational Improvement, Organizational, Public Relations, effective writing and editing, photoshop, photography, video editing, directing

LANGUAGE SKILLS

English – advanced, Kazakh – native, Russian – bilingual