

# Ainur Selichsheva

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36 Mangilik el Street, Astana, Kazakhstan, 010000

## WORK EXPERIENCE

### **Zebrain Media Group, Kazakhstan**

*Founder*

04/2018-present

- 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**

➤ 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**

- 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