



Шаймуратов Ислам

Male, 26 years, born on 20 September 1997

+998 (90) 9991849 — preferred means of communication
islam.shaymuratov888@gmail.com

Reside in: Tashkent

Citizenship: Uzbekistan, work permit at: Uzbekistan

Ready to relocate, ready for business trips

Desired position and salary

Brand manager

Specializations:

- PR manager
- Event manager
- Marketing manager, internet marketer

Employment: full time

Work schedule: full day

Desired travel time to work: any

Work experience — 3 years 8 months

July 2023 — till
now
4 months

Mareven Food Pamir

Category manager (brand manager)

Development of the Instant Noodles (LBP) and Traditional Pasta Products (TMI) Categories in Uzbekistan.

- Development and implementation of the brand strategies for Big Bon and Rollton.
- Budget planning and rolling forecast.
- Analysis and monitoring of brand performance based on key metrics (market share, distribution level, sales volume).
- Collaboration with research agencies (Brand Health Tracking, Retail Audit, Retail Census, focus groups).
- Pricing positioning and brand portfolio management.
- Preparation of sales and production forecasts in the short and long term (working with P&L and internal reports).
- Collaboration with cross-functional departments within the company (sales, trade marketing, procurement, production, quality and certifications, analytics).
- Development and execution of a 360-degree brand promotion plan (ATL, BTL, digital).
- Collaboration with creative and media agencies to develop a support plan and implement creative projects (preparation of advertising campaigns, etc.).
- Leadership of projects for launching new products, product categories, and brands.

Achievements:

- Developed a promotion plan for the instant noodles, pasta products, and broth categories.
- Led the launch of two new products in two categories (market and competitor analysis, calculation of shelf price and sales volumes, packaging design development).
- Led a market analysis project for all categories (collaboration with international and local research agencies).
- Developed the budget plan for 2024 for the Big Bon and Rollton brands.
- Participated in the BTL consumer promotion launch for the Sunbel brand (beverages).
- Developed a proposal for quantitative stabilization of Sell-in and Sell-out.

December 2022
— April 2023
5 months

RUSAGRO Group

Brand manager

Brand Manager

Category development in Central Asia (Kazakhstan, Tajikistan, Uzbekistan, Kyrgyzstan, Mongolia, China)

Leadership and control of export projects in Central Asia:

- Participation in the development of short-term development plans for the category (1-3 years), aimed at achieving target sales and profitability growth (P&L calculation, pricing);
- Forecasting sales, balances, packaging
- Participation in the development and launch of new products, as well as the maintenance of the current range. Market analysis (size, competition, buying driver/barriers)
- Systematic trips to the "fields" together with the sales team
- Implementation of other projects and activities within the framework of the approved assortment, price, distribution and communication strategy of brands;
- Preparation and presentation of reviews and forecasts in relation to given products / brands.
- Promotion 360 for given brands. Monitoring of advertising to control the budget.
- Responsible for the correct and timely execution of technical documentation of products/brands.

Achievements (for 5 months):

- Launched 2 new brands of sauces in Central Asia
- Expanded the geography of distribution of the brand by 1 region
- Participated in the formation of a 7-year strategy for the development of brands of the sauce category (in the entrusted countries)

July 2022 —
December 2022
6 months

Paymart

Marketing manager

- Development and implementation of marketing strategies and plans.
- Market and competitor analysis.
- Brand management and company positioning.
- Creation and launch of marketing campaigns and promotions.
- Development and maintenance of customer relationships.
- Monitoring and analysis of the effectiveness of marketing activities.
- Management of the social media marketing (SMM) team.
- Collaboration with other departments for the development and promotion of company products and services.
- Collaboration with marketing service providers (digital, BTL, research).

Reason for departure: Low department workload due to company transformation. Inconsistency between functional responsibilities and actual execution.

January 2021 —
June 2022
1 year 6 months

CA-Distribution

Tashkent, www.ca-dc.uz

IT, System Integration, Internet

- System Integration, Technological and Business Processes Automation, IT Consulting
- Electronics, Tool Engineering, Household Appliances, Computers and Office Equipment
- Household Appliances, Electronics, Climate Control Equipment (Promotion, Wholesale)

Marketing specialist

Promotion of brands in B2B and B2C segments:

Uzbekistan - Canon, HP, Lenovo, realme, SOLIDWORKS, WALLIX, AXIS, NEC, APC, Samsung

Kazakhstan, Belarus - SOLIDWORKS, WALLIX, AXIS, Extrerme Networks, NEC, APC

Digital marketing (SMM)

Organized and conducted seminars, workshops, business breakfasts, webinars, forums, outdoor events, banquets.

Working closely with producers, I developed and implemented quarterly / annual plans for marketing activities (media planning, action planning, budgeting). Developed a customer journey map of buyers. I was engaged in the activation of marketing campaigns in the regions and the launch of "mystery shopper" programs at points of sale.

Conducted monitoring and analysis of the market situation, analysis of competitors, their pricing and strategies, calculating market shares relative to the company's products.

Developed POS materials. Collaborated with marketing service providers, bloggers, media, and government agencies.

Achievements:

Progressed from Marketing Assistant to Marketing Specialist.

1 - entering a new market with a brand of mobile devices

1 — landing page for the information security leader WALLIX.

More than 5 - developed and launched promotional campaigns.

More than 8 - held events (2 field events).

Over 20 collaborations with key influencers

Unique merch for the Check Point company.

January 2020 —
January 2021
1 year 1 month

BILLZ

billz.uz/

IT, System Integration, Internet

- Software Development
- System Integration, Technological and Business Processes Automation, IT Consulting

Sales manager

Search for new customers and increase the loyalty of existing ones.

Consulting retailers to improve sales and business management.

Conducting business negotiations

Work with CRM and ERP systems

Achievements:

Helped more than 3 partners to increase sales in stores using Billz tools. Conducted 2 consultations for partners on opening a new business.

Education

Higher

2023

Tashkent state institute of Oriental studies

Sinology, Political Science

Professional development, courses

2023

Бренд-менеджер

Skillbox, Бренд менеджмент (практические навыки)

2021

Alpha Education

Alpha Education, ШНМ-11 (Школа начинающего маркетолога - 11)

Key skills

Languages

Uzbek — Native
English — C1 — Advanced
Chinese — B1 — Intermediate
Russian — C2 — Proficiency

Skills

CRM MS Office E-Commerce Репортажная фотосъемка
Adobe Photoshop B2B маркетинг MS Excel B2C маркетинг

Driving experience

Driver's license category A, B

Further information

About me

The last 2 years of experience in sales and planning skills help to fully realize themselves in the field of marketing.

Working in a large international company, I gained deep expertise in launching and promoting IT products in the Uzbek and CIS markets. Starting from consumer electronics and ending with complex IT solutions. Both in B2B and B2C segments.

In my student days, I was the COO of a mobile application for tourists, managing a team of developers.