

Aidana Ospanova

Vancouver, BC

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Curious, creative, and strategy-obsessed

I'm a digital marketer turned design technologist, blending visual storytelling with data-driven execution.

EDUCATION

Web Development and Digital

Design Diploma

British Columbia

Institute of Technology (BCIT),

Burnaby, BC January 2025 –Present

Post-Graduate Marketing

Diploma

Douglas College, New

Westminster, BC September 2022

3.63 GPA

Business and Management

Bachelor's Degree

Specialty in Marketing

Communication and Brand

Management KIMEP University.

Almaty, Kazakhstan

August 2021

3.41 GPA

SKILLS

- Digital Marketing Management
- Content Marketing
- Client Negotiation
- Sales Management
- Shopify
- Social Media Management
- Figma, Adobe Illustrator, InDesign, Photoshop
- HTML, CSS, JavaScript
- Email Campaign Management (Mailchimp, Klaviyo)

WORK EXPERIENCE

Marketing Coordinator, Grain Market Services, Astana, Kazakhstan.

April 2024-Present

- Collaborated with international partners to strengthen brand presence in the Kazakh and Chinese markets.
- Designed and implemented landing pages, social media campaigns, and email marketing strategies to enhance audience engagement.
- Planned and executed events while collaborating with cross-functional teams to manage budgets, logistics, and overall coordination, ensuring alignment with broader business objectives and successful delivery.
- Analyzed campaign performance metrics to refine strategies and drive continuous improvement in results.

Marketing Coordinator and Office Administrator, AURA Nutrition Inc.

North Vancouver, BC, Canada.

November 2022-January 2024

- Managed online presence, including email campaigns, social media, and website, to drive participation in affiliate programs and collaborate with influencers.
- Negotiated with distributors, retailers, and third-party companies to optimize B2B performance.
- Organized and monitored trade show booths, creating event collaterals, booth appearance, and overseeing sampling and entertainment.
- Conducted comprehensive multi-channel analysis and performed intricate calculations to inform strategic decision-making and optimize operational efficiencies.

Digital and Content Marketing Specialist Internship, CSN Pharma

Coquitlam, BC, Canada.

May 2022-October 2022

- Conducted market research to identify opportunities, analyze competition, and understand potential customer profiles.
- Created labels for pet supplement products, ensuring branding consistency and compliance.
- Supported website development and assisted in managing SEO efforts to improve online visibility.