

# Aidana Ospanova

Vancouver, BC

236-668-1762 | ai1209.osp@gmail.com | [Linkedin.com/in/aidana-ospanova](https://www.linkedin.com/in/aidana-ospanova)

*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*

## 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.

*Klaviyo)*