

Temirlan Toktabek

Project Coordinator,
Strategist & Consultant

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About

Award-Winning project developer, founder of several ventures with a demonstrated history of working in the Business Development and Entrepreneurship + Innovation Tech Industry.

Skilled in Entrepreneurship, Management, Project Coordination, Communication, Web and Graphic Design, Marketing and Startup Development.

Education



Bachelor of Commerce (BComm, 2019)
• Major in *Global Management Studies*
• Minor in *Entrepreneurship and Innovation*

Skills

Business Administration
Project Development
Strategy Planning
Digital Marketing
Online Advertising
Web Design (WordPress, HTML/CSS)
Graphic Design (Adobe Suite)
English/Russian - Bilingual Proficiency

Projects

Solve.kz
Co-Founder, Lead Design

Designed a social, non-profit teaching/learning web platform that utilizes technology to provide high quality mathematical education to the underdeveloped regions in Kazakhstan. The project is in the beta-testing phase and has 200+ active users.

Work Experience

Peller.Tech

March 2019 - December 2019
Toronto, ON, Canada



Digital Project Coordinator

- Designed and coordinated digital marketing strategies for our clients, including email and display advertising campaigns.
- Effectively designed and managed \$20k+ digital advertising campaigns using Facebook Ads, Google Ads, Outbrain. Utilized Analytics for remarketing, generating repeat business.
- Prepared reports on marketing campaign's overall performance, effectiveness and business impact.

Vacant Project

November 2018 - Present
Toronto, ON, Canada
Berlin, Germany



Founder, Supported by RedBull

- Using Lean Startup Method identified a user problem and designed a solution to help organizations measure and maximize the efficiency of their spaces.
- Successfully designed and presented Vacant's Pitch Deck at RedBull Global Pitch Competition in Berlin, Germany to an audience of 200+ industry experts. **Canadian + Global Winner of RedBull Basement University Program (2018)**

Native Music Rehearsal Studio

September 2019 - Present
Almaty, Kazakhstan

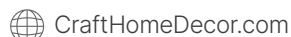


Co-Founder, Project Developer

- Designed a memorable brand identity using Adobe Suite to create a complete and cohesive user experience.
- Designed and developed a lead generating and capturing website using Wordpress, HTML and CSS.
- Established and developed digital marketing channels using VK, Instagram and enabled remarketing using CRMs and Google Analytics.

HCD Decor Studio

May 2017 - November 2018
Toronto, ON, Canada



Sales and Marketing Specialist

- Established and coordinated the venture's presence on the largest E-Commerce retail platforms including Amazon, Hayneedle, Houzz, BestBuy expanding the Studio's position in foreign markets while strengthening the domestic brand.
- Supported sales to walk-in clientele in Studio's high-traffic Queen Street Location. Supported in-store duties and facilitated inventory receipt and shipments.

SAGE Canada
Start Up Consultant

Trained startups to develop their ideas into viable businesses. Taught entrepreneurs to develop actionable business plans, assisted in the design of effective marketing and operational plans, as well as pitching to investors.

Web Design Projects
Web Design, Marketing

Designed and developed several portfolio websites using WordPress, HTML and CSS, building a strong digital presence. Integrated CRMs and Analytics for traffic and user analysis, achieving effective remarketing through digital marketing channels.