

Professional Summary

Dynamic and versatile producer with over 20 years of experience in executing high-profile advertising photo and video projects, as well as large-scale events. Possess deep expertise in multimedia production, strategic planning, and creative development across multiple industries. Proven ability to manage complex projects from concept to completion, ensuring high-quality deliverables that meet client expectations. Equally proficient in event management and video production, with a robust understanding of marketing, PR, and BTL strategies.

Professional Experience

Head of Production, Producer, Casting Director

OPS Studio, Almaty

September 2010 – Present

- Founded and developed the business
- Provided overall leadership and management of the company and staff
- Ensured compliance with Kazakhstan's legislation in company activities
- Worked with strategic partners and attracted major partners
- Developed internal documents and project management procedures
- Managed company finances and human resources, including training and mentoring staff
- Handled company documentation and ensured operational activities
- Project development, organising and conducting presentations;
- Creative development: concepts, scenarios, mechanics of various BTL and EVENT events
- Producing large photo and video projects, working with subcontractors, implementing global agreements, preparing the base for the company's managers to work with.

Some Projects: [tap to see](#)

Producer

DDB Kazakhstan, 04/2006 – 09/2010

- Executed video, photo, audio, and event projects
- Managed supplier selection, bidding processes, and cost estimation
- Controlled project document flow and supervised idea realization
- Developed BTL and event mechanisms
- Organized and executed events of various complexity

PR Department Director

"Almaty" TV Channel, 07/2005 – 04/2006

- Managed PR activities and developed PR strategies
- Monitored mass media and managed financial and organizational control
- Developed news and advertising strategies and built relationships with mass media
- Supervised preproduction and execution of agreements and contracts

Art Director / PR Manager

"31 Channel" Television Entertainment Channel LLP, 01/2004 – 07/2005

- Developed channel format and corporate image concepts
- Managed design products and recruitment for the art department
- Administered PR events and advertising campaigns, including the 10th Anniversary of "Radio 31," Republic's Contest of Children Creative Works, and Lev Leshenko show

Office Manager

JSC "Khak Group," 02/2003 – 12/2003

- Managed documentation, meetings, and presentations
- Assisted the first director in business planning
- Managed call center and business trips administration

WORK EXPERIENCE

February 2014 – till now

PROJECT MANAGEMENT

May 2024 – till now

Youth Information Service of Kazakhstan

Producer

Contributed to developing the concept of “History isn’t silent” YouTube project. Develop the channel's content plan and the scripts for new episodes. Manage the full cycle of the filming process for large-format content.

December 2023 — May 2024

Freelance

Regional Coordinator, Fixer

Contributed to developing topics for the TV program "Invitation au voyage".

Searched for heroes and experts, selected locations, and created shooting schedules.

Organized business trips to Taraz, Turkestan, and Otrar for the team, and traveled with the group.

September 2022 — December 2022

Voxpopuli.kz

Producer, Creative Producer

Prepared and organized the shooting process.

Developed formats for sections of the updated portal.

Worked with advertisers on advertising integrations.

June 2022 — August 2022

YouTube Channel AIRAN

Producer

Managed the full cycle of the shooting process for large-format content.

Developed the channel's content plan and formats.