

Zamira Ataniyazova

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Experience

Senior Lecturer

Westminster International University in Tashkent

Aug 2020 - Present (7 months +)

Marketing research consultant

NA

Jan 2014 - Present (7 years 2 months +)

Conducting market research - evaluating the potential success of projects.

Quantitative/qualitative data analysis and reporting for local/international FMCG companies.

Head of Subject Area for Marketing

Westminster International University in Tashkent

Oct 2016 - Aug 2020 (3 years 11 months)

People management:

- leadership and management of faculty
- ensure implementation of HR policies and procedures
- staff performance
- support staff to enable development of skills and experiences
- seek opportunities for collaboration and joint working projects beyond department and the Faculty

Quality assurance:

- comply with auditing and quality assurance
- ensure all activities are carried out to the highest possible standards
- put in place the necessary evaluation and monitoring procedures to ensure both compliance and improvement (teaching, research, management)

Research and scholarly development

- ensure colleagues in the subject area are actively engaged in research
- ensure highest levels of quality, integrity, and ethics in all research undertaken
- assist the Dean of Research in assessment and recording of research activities.

Associate Lecturer

Westminster International University in Tashkent

Sep 2011 - Sep 2016 (5 years 1 month)

Teaching Advanced Topics in Marketing, Creating and Delivering Customer Value, Quantitative Methods, etc.



Marketing Manager

Samsung Electronics

Mar 2011 - Aug 2011 (6 months)

Managing marketing activities for all brands (all brand categories).



Research Specialist

CARLSBERG UZBEKISTAN LIMITED

Jun 2009 - Mar 2011 (1 year 10 months)

Managing all research activities

Developing new brands: developing ice tea concept from scratch

Brand manager for non-alco (Kvas)

Education



Westminster International University in Tashkent

Master of Arts (MA) in International Business and Management

2014 - 2016



Westminster International University in Tashkent

Bachelor of Arts (BA)

2005 - 2009

Skills

Бренд-менеджмент • Маркетинговые исследования • Анализ данных • Аналитический склад ума •
Английский язык