

PERSONAL INFORMATION KAUSSOVA ZHUMAGUL AMANTAEVNA



Republic of Kazakhstan, the city of Karaganda, st.Universitetskaya, 28, Karaganda Buketov University

✉ gulya20.80@mail.ru

🌐 <http://www>.

Date of Birth:04/07/1980

PLACE OF WORK, POSITION

KSU named after academician E.A. Buketova, senior lecturer at the Department of Marketing

ACADEMIC DEGREE, ACADEMIC TITLE (ACADEMIC TITLE)

Master of Marketing

WORK EXPERIENCE

Place and date

Law School «Themis», lecturer of the Department of Finance and Law – 01.09. 2002 – 25.08.2005.
Karaganda Economic University of Kazpotrebsoyuz, lecturer of the Department of Marketing - 01.09. 2005 – 25.08. 2007.
International Business Academy, senior lecturer of the Department of Finance and Marketing – 1.09.2007 – 06/20/2019.
Central Asian University, Almaty, specialist of the education aland Methodological Center - 06/28/2009 – 01/20/20
SUMUV LLP, marketer– 02/03/2010 – 08/16/2010
Karaganda Economic University of Kazpotrebsoyuz, lecturer of the Department of Marketing and Tourism of KEUK – 09/01/2010 – 10/25/2013
Azimut-Trade LLP, marketer, 05. 09. 2013 – 08/12/2023
From September 2024 to the present – senior lecturer of marketing at the Department of Marketing of the Karaganda University named after Academician E.A. Buketov

EDUCATION AND TRAINING

Education

Karaganda Institute of Current Education "Bolashak", specialty: "Economics", qualification "Economistin MEO" – 1997- 2001
Karaganda Economic University of Kazpotrebsoyuz, master's degree in Marketing, qualification "Master of Marketing" – 2005 -2007

Internships, scientific trips

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PERSONAL QUALITIES

Analytical qualities, organizational skills, system thinking

Native language

Kazakh

Name of language

	DERSTANDING	SPEAKING	LETTER
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	Hearing	Reading	Oral speech	Writing	
Russian language	free	free	free	free	free
	The presence of a language certificate: no				
Deutsch					
	The presence of a language certificate: no				
English language	average	average	average	average	average
	The presence of a language certificate: no				
Spanish					
	The presence of a language certificate: no				
French					
	The presence of a language certificate: no				

Computer skills - active user, SPSS, 1C: warehouse

Other skills (hobbies) - no

ADDITIONAL INFORMATION no

Major publications - no

Participation in the implementation of scientific projects -no

Membership in professional scientific organizations -no

Courses taught
 Digital marketing and SPSS
 Commodity research
 Service marketing
 SPSS analysis methods
 Commodity distribution of food products
 Targeted advertising and web analytics

Professional and scientific interests Prospects for the development of digital marketing in the digital economy of Kazakhstan

DATABASE IDENTIFIERS -