

SHUKURULLO NURMATOV

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Linkedin Url:

Video CV and Professional Profile: <https://cifa.ac/cifa-resume/a3507dcc-4cd9-4e30-b463-eea33d8d9b6d>

SKILLS

Hard Skills:

Soft Skills:

WORK EXPERIENCE

02/06/2023 - 21/03/2024

International Assistant [University of Plymouth]

- Enhance operational efficiency through expert administration and data management significantly improving the accuracy and timeliness of support services.
- Lead the coordination and analysis of international recruitment activities, optimizing resource allocation and managing queries and compliance with Admissions/UKVI, directly contributing to improved recruitment strategies and agent management.

12/09/2022 - 30/06/2023

Information Assistant [University of Plymouth]

- Performed monthly analysis of marketing campaigns, employing a meticulous attention to detail to present report for content development and digital transformation to senior management.
- Showcased exceptional client service when consulting students by adapting communication styles and employing diagnostic questioning to address their needs effectively.
- Showed robust market research capabilities by conducting in-depth research to enhance event management strategies and digital marketing campaigns.

01/10/2023 - 28/02/2024

Finance Specialist [Climate Action Plymouth]

- Developed strategic financial plans and led budget allocation to enhance events efficiency.
- Maintained meticulous financial records of domestic transactions and reported the analytics to provide stakeholders with corporate finance insights.
- Identified cost-saving opportunities through reducing operational expenses to improve financial efficiency.

01/11/2021 - 31/07/2022

Commercial excellence intern [BASF Vegetable Seeds]

- Demonstrated strong commercial acumen by conducting interviews with on 18 critical business topics, including 'Go-to-Market', 'Forecasting' and 'Pricing' to construct a strategic framework.
- Conducted detailed analysis of small innovative companies, macro insights with specific sector analysis to provide reports for potential investments and mergers on a monthly basis.
- Led cross-functional teams in utilising Tableau and Salesforce Marketing Cloud to establish KPIs and regularly tracked performance data to report insightful recommendations to senior leadership.
- Collaborated with a marketing agency to develop a high-quality Digital Marketing Strategy for each persona's customer journey, delivering omnichannel campaigns and creating criteria lists for social media and website.
- Contributed to the successful launch of a new product, "Sunions," during the Fruit Logistica

event in Berlin in 2022 by conducting comprehensive market research to inform decision-making. • Supported Pricing expert in analysing and improving pricing processes through analyzing financial data.

EDUCATION

University of Plymouth -- BA (Hons) International Business (01/09/2019 - 02/06/2023)

CERTIFICATES
