



# MARSEL KHISAMOV

Business Development  
and Marketing  
Manager

## Contacts

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### E-mail

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### Telegram

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## Core strenghts:

- personal sales
- sales coaching
- business administration
- sales team management
- marketing
- product managemet
- entrepreneurship
- graphic design

## Additional Skills

- project management
- leadership
- conflict management
- remote team work

## Languages

- English (C2)
- Russian (native)

## Interests

- reading
- UX/UI design
- business education
- psychology
- running/workout
- bike riding

## About me

A strong player with extensive experience in both worlds:

### Sales and Marketing.

A **business development manager** with a marketing background who combines advanced sales skills, knowledges in business administration and valuable work experience to develop a customer-oriented sales culture.

A dedicated **marketing manager** that applies "focus-on-sales" approach for operational marketing strategy.

A visionary, adept in analytical thinking, strategic planning, leadership, and building strong relationships with business partners and customers.

## Achievements

- Brought \$ 30 million opportunity with PJSC KAMAZ (<https://kamaz.ru/en/>) to the nomination. At NNG.

- Met advertising sales goals in 3 months for Russian grand prix of Formula 1 on water world championship. I was responsible for the whole project: from establishing a department, to the customers search and organisation of the event itself. At I-media.

- Brought the biggest russian companies to the pipeline such as Sberbank, Megafon, Transneft, VTB Bank, Head Hunter Group, RosGosStrah. At Cubed Mobile.

- Pulled out a dying business and made it profitable. Started differentiation from competitors and launched the right marketing campaign. At Luxor Night Club.

- Started my own business as a regional dealer of cofee and tea beverages. In one year, our products was represented in 30% of cafes and fast foods restaurants on entrusted territory. At Neko Foods.

## Recomendations

NNG Kazan **General Director**  
David Chubalashvili  
+7(987) 220-18-18

## Education

1999-09 - 2004-07 **Bachelor Degree in Business Administration with Specialization in Marketing**  
Institute of Economics, Management and Law  
Kazan, Russia

## Professional development, courses

2020 **MBA Lite**  
Vadens Business School, MBA Lite

2016 **Straight Line Sales**  
Global Motivation Inc., Sales manager

## Work History

- 2020-05 – 2022-08 **Business development manager (former CIS countries)**  
**NNG**, Innopolis, Russia  
[www.nng.com](http://www.nng.com)  
NNG (headquarter in Budapest, Hungary) company known internationally as a developer of navigation and software solutions for automakers. 80% of world car brands utilize company's technologies and products in one way or another.  
  
Managed the Sales & Business Development.  
Ensured promotion of the company's products on the local market.  
Managed communications with the customers.
- 2020-05 – 2022-08 **Marketing/Business development manager/Product manager**  
**Cubed Mobile**, Innopolis, Russia  
[www.cubedmobile.com](http://www.cubedmobile.com)  
A subsidiary of NNG, develops solutions in the field of cybersecurity and business communications. The company's head office located in Israel.  
  
I was responsible for the promotion of the company's products on the local Russian market, communication with customers, as well as localization of marketing strategy.  
As a Product manager, I was responsible for localization of the solution for Russian corporate customers, improving and adapting the product based on feedback received from customers.
- 2019-05 – 2020-04 **Head of marketing department**  
**Special economic zone Innopolis**, Innopolis, Russia  
[www.https://innopolis.ru/en/](https://innopolis.ru/en/)  
The Innopolis Special Economic Zone is like a Russian Silicon Valley. The management company is engaged in attracting residents and organizing their work.  
  
I was responsible for the marketing development strategy, recruitment to the marketing department, PR activity, development of all marketing materials.
- 2016-09 – 2019-04 **Entrepreneur (own business)**  
**Neko Foods**, Kazan, Russia  
[website no longer available](#)  
I founded a company Neko Foods and became the official local dealer of the factory that produces instant coffee and tea drinks.  
  
Established full-scale sales operation on entrusted territory.  
Supervised the delivery and merchandising.
- 2015-12 – 2016-08 **Head of advertising agency**  
**Bars Media**, Kazan, Russia  
<https://bars-media.ru/>  
A large local media holding, which includes its own TV channel, radio station, and they also organized a major musical festivals of national music.  
  
I was responsible for the organization of the agency's activities, the sale of advertising space and advertising opportunities of the TV channel and radio station. 20 people was under my command.
- 2012-11 – 2015-11 **Entrepreneur**  
**Idea Marketing**, Kazan, Russia  
[website no longer available](#)  
After leaving the Imedia advertising agency, I decided to continue working on the advertising at sports events. As I developed my relationships with customers, I began to solve their other tasks in the field of marketing and advertising. Thus, Idea Marketing has become a full-cycle advertising agency.  
  
I was responsible for daily communication with customers and owners of advertising spaces, sports facilities, for ensuring the placement of advertising, coordination of layouts etc.
- 2012-11 – 2015-11 **Head of Advertising department at sports events**  
**I-Media**, Kazan, Russia  
<https://ra-imedia.ru/>  
The advertising agency was engaged in advertising in elevators. I was invited to the position of head of a new department: advertising at sport events.  
  
Established full-scale sales operation; duties include developing customers portfolio, recruitment of sales managers and developing sales strategy.  
  
My task was to find sponcorors for an international sports event which took place in a few months, and activate them according to their sponsorship packages (place their advertising at the event).
- 2004-12 – 2012-02 **Art Director**  
**Luxor Night Club**, Kazan, Russia  
[website no longer available](#)  
The largest and most popular nightclub in the city. The club was open every weekend, from Thursday to Saturday.  
  
As an art director, I was responsible for the commercial efficiency of the project, differentiation from competitors and a weekly venue program. 30 people was under my command
- 2002-07 – 2004-11 **Web designer/Graphic designer**  
**Pak Express**, Kazan, Russia  
[website no longer available](#)  
The company was engaged in the sale of cell phones and accessories.  
  
As a web/graphic designer I was responsible for the design of banners on the corporate website, packaging design of accessories for cell phones, preparation of presentations, etc.