

ZHIBEK AKIMOVA

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EXPERIENCE

The Body Shop

Bath, United Kingdom

Customer Consultant

Jun 2026 – Present

- Generate ~£700 in sales per shift across 20 – 40 customers, achieving a 70% conversion rate and ATV of £26 through tailored product recommendations.
- Restock products and replenish displays throughout the day, maintaining presentation and availability across skincare, body care and gifting ranges.

University of Bath, Bath Entrepreneurs

Bath, United Kingdom

Event Photographer

Nov 2025 – Feb 2026

- Captured and edited photography across 15+ high-profile entrepreneurship events featuring CEOs and senior executives from **AlphaSights**, **Gravity**, **JD Sports** and **Shell**.
- Delivered edited image sets via **Lightroom** and **Canva** for social media and editorial use, adapting content to different digital formats and audiences.

Alterd

Kyiv, Ukraine

Social Media Manager

Feb 2024 – Jan 2025

- Increased social media reach by 15% through 10+ short-form videos and daily platform-specific content for (@alterd.studio)
- Managed communication with 70+ clients, resolving issues and adapting solutions to improve the customer experience.
- Expanded B2B partnerships from 7 to 16 accounts through targeted outreach, relationship management and solution-led selling.

University of Bath, Kazakh Society

Bath, United Kingdom

Co-founder & Head of Activities and Marketing

Sep 2024 – Oct 2025

- Grew Instagram from 0 → 250+ followers (@bath_kazakhsociety) through content creation, scheduling and community engagement.
- Established partnerships with UCL and Exeter Kazakh societies to broaden cross-university engagement.
- Organised an 80+ attendee charity fundraiser by coordinating venue, catering, mailing lists, decoration and social promotion.

Papawcha

Bath, United Kingdom

Social Media Manager

Nov 2023 – Apr 2024

- Grew Instagram account (@papawcha) by 200+ followers through Reels, interactive Stories and platform-specific content.
- Analysed post-performance to refine content formats and publishing strategy.

EDUCATION

University of Bath

Bath, United Kingdom

BSc (Hons) Management with Marketing

2023 – 2026

- 2:1. Relevant modules: *Brand Management, Marketing, Business Analytics, Accounting for Managers*

University of Bath

Bath, United Kingdom

International Foundation Year

2022 – 2023

- (A*A*A). Relevant modules: *Business, Social Science and English*

SKILLS & TOOLS

Content: CapCut • Canva • Photoshop • Lightroom

Marketing: Social Media Management • Content Strategy • A/B Testing • CRM

Platforms: Google Workspace • Microsoft Office • IBM SPSS • Excel

Languages: English • Russian • Kazakh

INTERESTS

Photography • Fashion • Music • Art • Boxing • Hiking