

# Anel Jazybayeva

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As a communications student with experience in both corporate and university settings, I possess exceptional leadership and engagement skills gained through various leadership roles I have held in the past. My expertise lies in creating and implementing effective communication strategies, managing digital and social media platforms, and designing engaging material for internal and external audiences. During my term as a **Marketing and Communications Intern in Kelson Group** and **Head of Marketing and Communications** at TRU Student Investment Fund, I gained experience in communications and community engagement strategic planning and its effective implementation. While at the university, as an elected **VP external relations in TRU Student's Union** and elected student representative on **TRU Senate** I collaborated with university governance, faculty, staff, as well as all levels of government to address issues that affect students on internal and external levels. As a **President of TRUSU Taxation Club**, my priority was to provide valuable knowledge and experience for students, while benefiting the community of more than 1300 members in the past couple years. I am passionate about creating meaningful outcomes for organizations.

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## Education

### Thompson Rivers University

Bachelor of Communications and Digital Journalism, Majoring in Marketing and New Media Studies  
Kamloops BC | Ongoing.

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## Professional Experience

### Marketing and Communications Intern

Kelson Group Property Management | Kamloops, BC. | May, 2022 - Sept, 2022.

- Executed and managed a comprehensive social media plan to support company recruitment, marketing, communications, and community engagement
  - Created visual communication products, including infographics and other media, using tools such as Canva, Adobe Illustrator, Adobe Premier and Venngage
  - Contributed to the development and implementation of a successful social media strategy, overseeing the company's social media presence using Hootsuite
  - Researched and collected data on local media sources for marketing purposes and local educational institutions, providing contact information to facilitate future connections with students and alumni.
  - Increase in Instagram followers by 20% with 120 new followers. Increase in Facebook followers and Engagement for KG, KG PG by 20% and KG EDM by 10%, with KG +122, KG PG +104, KG EDM +34
- \* data gathered from Hootsuite analytics.

### President

TRUSU Taxation Club | Kamloops BC | Jan 2023 - Present

- Have organized and executed various Tax Clinics on campus as part of a CVITP (Canadian Volunteer Income Tax Program), that have helped cumulatively over 900 TRU students to learn and get help with their Canadian Tax Returns
- Led and managed a team of 14 executives, 4 departments, providing guidance, mentorship, and support to conduct successful operations and growth of the club
- Planned and executed in-person and virtual workshops, providing volunteer training for 100 students to improve their tax knowledge and being able to assist other students with their Canadian tax return. About 400 students' tax returns were filed last tax season.
- Established and maintained relationships with local accounting companies and financial institutions including KPMG, MNP, Tenisci Piva, CIBC, BDO, H&R Block, university faculty and staff.

## **Marketing and Community Engagement Coordinator**

TRU Student Investment Fund | Kamloops, BC | September 2023 - present

- Assists in pre/post-event/engagement activities including creating communications content, reporting and assisting in the development of program assessment and evaluation tools
- Develop and implement creative and engaging social media content across various platforms, aligning with TRU Galardi School of Business and Economics standards and marketing objectives.
- Manage paid social media campaigns on platforms such as Facebook, Instagram, and LinkedIn, ensuring optimal targeting and budget utilization.
- Develop and maintain relationships with existing members, business students and future students.
- Portfolio Management
  - Orchestrated the internal and external communication initiatives for the Student Investment Fund, ensuring a seamless flow of information.
- Community Engagement
  - Fostered robust alliances with other TRU managers, staff, and students, as well as Raymond James management integral to the communication and engagement division.
  - Represented the TRUSIF at numerous community events, contributing to the growth of off-campus community engagement and relationship building.

## **Vice President External Relations**

TRU Students' Union | Kamloops, BC | Apr 2022 - present

Planned and implemented the **provincial, federal and local-wide campaigns** and **government relations** of the Students' Union at all level of governments:

- collaborated with the government to improve provincial government funding for TRU
- collaborated with elected city officials and shared students' perspectives for the municipal budget regarding transit, housing, active transportation and culture
- hosted the Union's participation in the Provincial BC PostSecondary funding review, compiled feedback, and shared perspectives with local MLA's Todd Stone and Peter Milobar, as well as set up a meeting with member of Parliament Frank Caputo to share student priorities for the federal budget.

- served as the provincial representative to the BC Federation of Students, participating in meaningful decisions in regards to the Federation.

## **Head of Marketing and Communications**

TRUSU Taxation Club | Kamloops BC | Oct 2021 - Jan 2023

- Developed and implemented effective and engaging marketing and communication strategies to increase awareness of free tax filing services for students and drive participation and media presence
- Oversaw the creation and distribution of engaging content across multiple channels, including email, social media, print, and radio. It substantially increased awareness among students about the service club provides, and helped to achieve full capacity booking of all available seats through effective marketing strategies and engaging content distribution.