

Ubaydulla Salokhiddinov

Date of Birth: 11/07/1997
Nationality: Uzbek



"A dynamic and results-driven digital marketing master student. Combining a solid academic foundation with hands-on experience, I specialise in creating products by connecting digital marketing, product management, and user-friendly design. I enjoy making products that people love while using new tech to help brands grow in today's digital world. With a passion for innovation and a keen eye for detail, I am eager to contribute my skills and expertise to help businesses thrive in the digital landscape"

LINKEDIN

PERSONAL
WEBSITE

EMAIL: salokhiddinovu@gmail.com
PHONE: +4915733409667

ADDRESS:

Professional Experience



Product Owner Intern

Henkel

10/2023 - present | Düsseldorf, Germany

Responsibilities:

- Collaborating with users to understand their needs and converting them into product requirements.
- Creating user stories for new features and collaborating with developers and subject matter experts for testing and improvements.
- Defining the product vision with the UX/UI, IT, and sales teams.
- Managing and prioritising the product backlog based on evolving requirements and participating in Scrum meetings and product sprints.



Product Manager & Marketing Specialist

Support Solution

05/2022 - 11/2022 | Tashkent, Uzbekistan

Responsibilities:

- Handling management of the company website page content, design and development.
- Assisting in the development of company's other products' web pages, marketing research, analytics, strategies
- Supervising SMM in running the company social media accounts, advertising, content creation management on LinkedIn and etc.

Achievements:

supportsolution.uz wisespace.uz

ssupport_uz wisespace.lms

[support - it solution](https://support-it-solution) wisespace-lms



Marketing Specialist

PDP Academy

06/2021 - 09/2021 | Tashkent, Uzbekistan

Responsibilities:

- Management of the company's media projects in its YouTube channel from content creation to analysis
- Assisting marketing department manager in marketing research, analytics, strategies and etc.

Achievements:

YouTube channel (5M reach, 350K views, 7K new subscribers) and implementation of CRM system, clear vision of STP, having exact statistical info about reaches, engagements and leads.

pdp.academy



Fleet & Safety Manager

Beeline Express Inc

02/2022 - 05/2022 | OH, USA

Responsibilities:

- Dealing with documentation of truck drivers & insurance, fleet maintenance (truck conditions, inspections both on side & road)
- Providing safe and smooth load delivery.

Achievements:

+250 successful loads delivery, solved +50 truck issues, +500 cold phone calls.

Education



Master of Science in Digital Marketing

Berlin School of Business and Innovation

10/2022 - present | Berlin, Germany



BA in Business Management with Marketing

Westminster International University in Tashkent

09/2018 - 05/2022 | Tashkent, Uzbekistan

Achievement: First Class Honour (GPA 4)



Web & Mobile Designing: UI/UX & Figma

Zero to Mastery Academy

02/2023 | Online

Hard Skills

- | | | | |
|--------------------------|--------------------|---------|----------------|
| • Marketing Research | • Google Ads | • SEO | • Figma |
| • Marketing Analytics | • Google Analytics | • SEM | • Mirro |
| • Competitive Analysis | • Google Drive | • CRM | • Trello |
| • Social Media Marketing | • Adobe Analytics | • HTML | • MS Office |
| • Marketing Campaign | • Katalon Studio | • CSS | • Webflow |
| • Content Marketing | • Azure DevOps | • STATA | • Canva |
| • Copywriting | • UX/UI Design | • SPSS | • Premier Rush |
| • STP Analysis | • Web Analytics | | |
| • Presentation | • STATISTICS | | |

Soft Skills

- | | | |
|--------------------------|-----------------------|----------------------|
| • Creativity | • Communication | • Product Management |
| • Conflict Resolution | • Collaboration | • Agility |
| • Leadership | • Problem-solving | • Scrum |
| • Time Management | • Critical Thinking | • User experience |
| • Emotional Intelligence | • Analytical Thinking | • Customer Focus |
| • Teamwork | | |

Language Skills Certificates

1. Uzbek: Native
2. English: C1
3. Russian: B2
4. German: A2

Google UX Design

Google Digital Marketing & E-Commerce

Complete Web Design: Figma & Webflow

UI/UX Design Essentials

UI/UX Design Figma

Google Analytics for Beginners

Corporate Finance

Accounting Fundamentals

SEO

References

1. Shakhzod Yovqochev Manager
2. Atya Zeb Academic Supervisor

Interests

- History (20th century)
- UX/UI Design
- Football (Soccer)
- Volleyball
- Travelling
- Virtual Games
- Learning New Tech Tools