

Maria Boklach

Branding and Marketing Professional

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Profile

I work independently helping small businesses, creators, and early-stage projects strengthen their brand identity while developing products and communities around them. My work combines creative direction, audience insight, and practical planning. I support teams by shaping early ideas, improving communication, and creating visuals and strategies that help them connect with the right people. Alongside client work, I develop my own creative products (from designs to physical kits) testing them in real markets and using those insights to guide future growth.

Skills: Visual Communication Design / Marketing Strategy / Data Analysis / Leadership / Cross-functional Collaboration
Software: Photoshop / Illustrator / Indesign / MS Office / SQL (beginner to intermediate)

Experience

MARIKAATO (SELF-EMPLOYED) - Brand and Marketing Professional

2020 - Present // Industry: e.g., Hospitality, NGO, SaaS/FinTech, Publishing // Location: Worldwide Clientele

- Developing community-driven initiatives for clients across SaaS, hospitality, gaming, and publishing, helping them improve user engagement and long-term customer relationships.
- Supporting founders and teams by organising processes, facilitating communication, and shaping strategy during periods of growth or transition.
- Creating clear visual and strategic materials that helped clients better communicate their mission, attract partners, and build trust within their audience.
- Collaborating with international teams, using cultural awareness and structured planning to keep projects aligned and moving.

CIA FIRST INTERNATIONAL SCHOOL (WASC) - Head of Marketing and Communication

2017 - 2020 // Industry: Education // Location: Cambodia

- Established and led the Marketing and Communication department, leveraging advertising analysis and consumer insights to drive enrollment growth.
- Implemented data-driven marketing strategies to target key demographics effectively, resulting in increased student applications and enrollment.
- Organized and managed comprehensive online and offline advertising campaigns, utilizing consumer behavior analysis to optimize campaign performance.

KAZAKH-BRITISH STUDY CENTRE M&K - Brand and Marketing Manager

2014 - 2016 // Industry: Education // Location: Kazakhstan - UK

- Directed content development and digital marketing initiatives, integrating advertising analysis to enhance campaign performance.
- Leveraged data analytics to uncover untapped target markets and tailor marketing approaches, leading to heightened student interest and enrollment.
- Organized international events, utilizing sales analysis to boost attendance and bolster student recruitment efforts.

KARLOFF-MEDIA - Digital Media Coordinator

2008- 2012 // Industry: Advertising // Location: Kazakhstan

- Developed compelling content for various digital media channels, utilizing data analysis to optimize content performance and engagement.
- Coordinated media department, integrating sales analysis to identify opportunities for revenue growth and client acquisition.

- Contributed innovative ideas and solutions to enhance campaign effectiveness and drive sales through digital media channels.

Education

2006 - 2012 - **Kazakh Leading Academy of Architecture and Civil Engineering** - 2 years - architectural design + 4 years - graphic design, branding, visual advertising - BA Graphic Design (evaluated and accredited by Nuffic)

2015 - **Duke University** (online) - *Psychology in advertising* - **Certificate**

2012-2013 - **Regent International Education Group** - IT & MULTIMEDIA - **Diploma**

Languages:

Russian - native // **English** - fluent (IELTS 8 from 2014) // **Dutch** - (Pre)Intermediate (B1-B2)