

“YOUR PR PARTNER FOR  
DOING BUSINESS IN KAZAKHSTAN”

# Ainara Wells



“YOUR PR PARTNER FOR  
DOING BUSINESS IN KAZAKHSTAN”

- Pre-negotiated, exclusive rates for media ad placements and advertorials across all media channels
- Excellent long-term working relationships with key figures in the media industry
- Impressive experience with charity/social PR projects and organic awareness
- Expert in brand reputation management, crisis management and TV & web journalism.
- MA in Political Marketing
- BA in International Relations



GOVERNMENTAL PR PROJECTS

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## MOSCOW DAYS IN ALMATY 2019

**Journalist liaison and contact for the economic conference of Moscow city government. Media reach: 206 publications after 3 days of events**



## EXPO ASTANA 2017

**Online reputation management, crisis management and social media content for mayor and city government of Astana/**

## ALMATY WINTER UNIVERSIADE 2017

**Management and content creation of official social media channels**



## BUSINESS PRESS CONFERENCES

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### ALMATY ALLEY OF BARS 2023

**Roundtable meeting with the representatives of authorities to support the business interests of 15 bars. Raising organic awareness through local publications.**



### ALAKOL LAKE TOURISM GA\PR 2020

**PR events to get tourism-based businesses back to work during COVID through media campaigns. This included 88 hotels in Eastern Kazakhstan.**

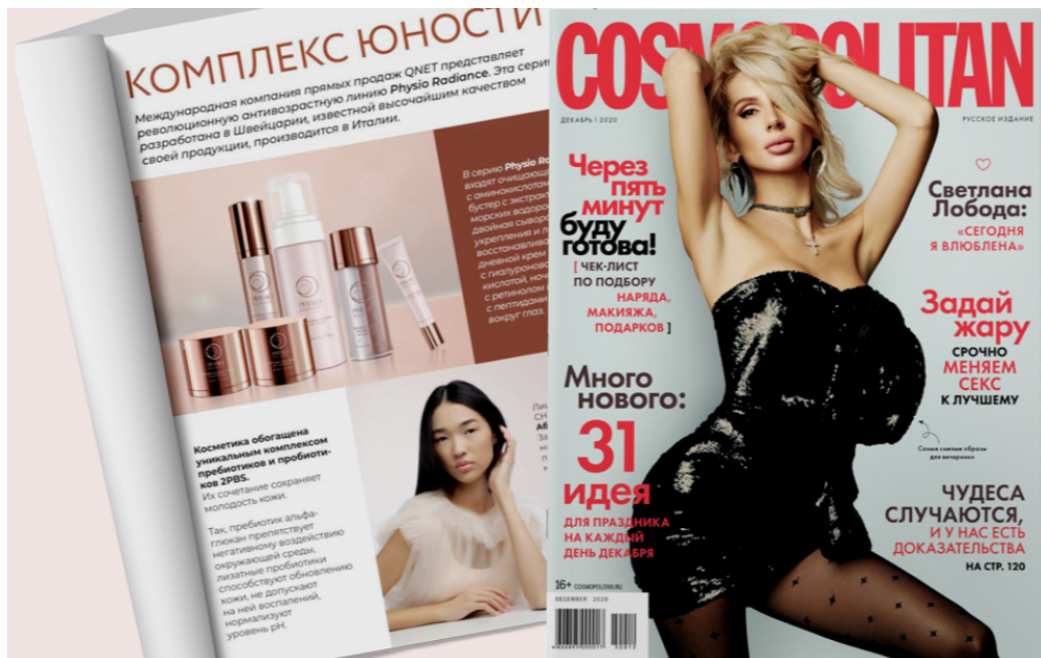
## SOCIAL PROJECTS

- Roundtable "Drinking water problems in Kazakhstan and their solutions (Almaty, 2022)
- The meeting "Air conditions in Kazakhstan cities" (Almaty, 2022)
- The conference "Women's Opportunities in Business" with the participation of "Damu" Entrepreneurship Development Fund" JSC (Astana, 2020)
- The city football tournament for teenagers (Almaty, 2020)
- A sports event to raise awareness for the social integration and safety of children with hearing impairments (Almaty, 2019)
- Annual environmental events for banning of plastic and cleaning of urban areas with the participation of "Recycle Birge" (Almaty, 2019-2022)

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## PHOTO, VIDEO PRODUCTION & LUXURY MEDIA PLACEMENTS



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- Media and ad placements in major publications across diverse industries
- Photo and video production
- Exclusive partner of excellent local photo and video production studio
- Contacts within local media outlets for placements and advertorials



## TOURS AND EXPEDITIONS

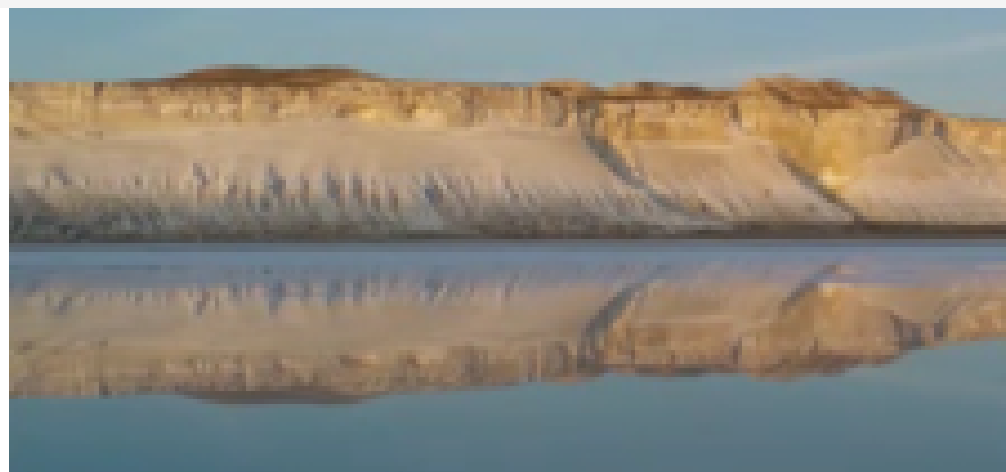
### QVI 2020



- Organizing corporate offroad-tour for 25 people,
- 3 locations with photo and video production
- Filming promo video with extreme sportsmen.

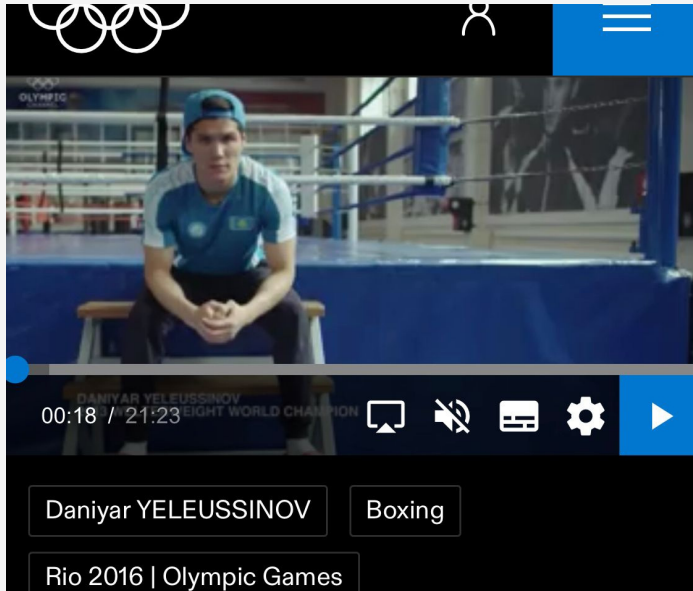
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### KAZAKH TOURISM 2018



- Administrative work for the organization of the expedition to Eastern Kazakhstan region and Mangystau and media coordination
- Financial cost reporting for Kazakh Tourism,
- Report for National Tourism Committee

## LOCAL PRODUCER & PROJECT COORDINATOR



- Local producer for Vice team in Kazakstan in 2016
- Production of documentary for the International Olympic Committee

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- Coordinator and translator for NatGeo team in Kazakstan in 2015



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