LEYSAN VAGIZOVA

04 57 864 247 | lvagizova17@gmail.com | Adelaide, SA 5014 | www.lvagizova.com

PROFESSIONAL SUMMARY

Client operations and marketing professional with experience across campaign coordination, case and account management and client-facing operations. Skilled in CRM systems, stakeholder coordination and marketing campaign execution, with a track record of delivering outcomes for demanding client accounts across agency and corporate environments. Returning to the workforce after a period of family leave.

KEY SKILLS

Client & Case Operations: Case and account management from initial request through to resolution, using CRM and case management systems.

Marketing & Campaign Coordination: Multichannel campaign planning, scheduling and coordination across offline and digital content platforms.

Cross-Functional Stakeholder Coordination: Coordinating between internal teams, external partners and agency stakeholders to keep delivery on track.

Market Research & Analysis: Market research, competitor analysis and audience analysis to support brand and business objectives.

Reporting & Analytics: Performance analysis and learnings from digital and offline data sources including Google Analytics, Meta Business Suite and client business insights.

AI-Assisted Tools: ChatGPT, Claude and Copilot for research, content drafting and reporting.

Project & Team Collaboration: Asana, Monday.com, ClickUp, Microsoft Teams and Slack among others.

WORK EXPERIENCE

Outer Hippie
May 2025 – Present
Adelaide, SA
outerhippie.com.au

Founder and maker

- Founded the brand and developed its identity and product range.
- Set up the brand's website and the business to sell online.
- Run the brand's marketing and build partnerships through outreach to bloggers and markets.
- Write the product descriptions, list each piece online and handle sales.
- Design and handmake one-of-a-kind decor pieces from upcycled glass.

Career Break
Jan 2023 – Present
Australia

Family Relocation & New Baby

- Relocated to Australia with my husband and took a career break to care for our baby.

Hashtag Studio / Deliveroo
Oct 2019 – Jan 2023
Dubai, UAE

Marketing & Client Operations Executive

- Developed marketing content and campaign materials for agency clients across digital and offline channels.
- Managed customer engagement channels and built FAQs, maintaining coordination with account managers.
- Conducted market research and competitor analysis to support business proposals and strategic planning.
- Coordinated with creative and production teams to deliver campaigns and projects on schedule for client approval.
- Embedded within Deliveroo's in-house marketing team for two years, working directly from their HQ to coordinate day to day marketing and operational activities between internal stakeholders and agency partners.
- Used Deliveroo's multichannel marketing platform to plan and execute campaigns across content, website, email and push notification channels.

JPD Agency
Sep 2019 – Oct 2019
Dubai, UAE

Marketing & Client Operations Intern

- Conducted in-depth market research for brand development and strategy setting.
- Developed project timelines and coordinated execution of client requests.

- Led the ideation process and coordinated with the creative team to execute campaign designs.
- Built client relationships and communicated deliverables and feedback.

International SOS EEMEA
Mar 2017 – Jul 2019
Dubai, UAE

International Client Operations Coordinator

- Managed medical and logistical cases for clients across the region using a proprietary case management CRM, tracking each case from initial request through to closure.
- Coordinated cross-departmentally throughout the client journey, from first contact through execution and follow up.
- Acted as first point of contact for clients, end users, service providers and colleagues.
- Assessed inbound requests to understand requirements, facilitate execution and log records for transition to other departments.
- Communicated the full range of International SOS services to clients and external correspondents.

Damac Maison Canal Views Hotel Apartments
Aug 2014 – Mar 2017
Dubai, UAE

Client Relations Executive

- Worked directly with clients and guests to handle complaints and concerns, liaising with the Front Office Manager for action.
- Implemented social programs and practices to enhance the guest experience.
- Built client relationships through handling requests, VIP inspections, customer service and follow up calls.
- Shared detailed information about the hotel and nearby amenities with clients on request.

Al Ghurair Rayhaan & Arjaan By Rotana
Mar 2013 – Aug 2014
Dubai, UAE

Front Office Guest Services

- Acted as the main point of contact for all guests, VIPs and long-term guests.
- Liaised with all departments to ensure guest requests were handled and expectations met.
- Handled complaints and crisis management directly, reporting to management once resolved.

Yahu Japanese Restaurants
Jan 2009 – Jan 2012
Kazan, Russia

Senior Public Relations Executive

Kremlin Palace
Jan 2012 – Jan 2013
Marmaris, Turkey

Sales Executive

EDUCATION

Kazan National Research Technological University
2006 – 2012
Kazan, Russia

Bachelor of Arts in Public Relations

LANGUAGES

English (fluent), Tatar (native), Russian (native) and Turkish (fluent)

ADDITIONAL INFORMATION

Permanent resident of Australia

Currently transferring international driver licence to a full Australian licence