

ABYLAIKHAN SATYBALDINOV

Head of SMM | Brand and Growth | iGaming | Betting | eSports

Dubai, UAE | Open to relocation and remote

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Languages: Russian (Native), Kazakh (Native), English (Fluent)

SUMMARY

Brand and content growth leader in iGaming, betting, casino and eSports. In my current role (NDA) I went from SMM Manager to Head of SMM in 14 months, building the SMM and production departments from zero into a team of 20. Grew owned content to 20M views per month and branded Telegram channels to 200K+ subscribers, with paid social budgets of \$20K to \$100K per month. I connect content, paid growth and data to turn reach into active, returning audiences.

CORE COMPETENCIES

Brand Strategy and Communications • Team Building, Hiring and Development • Content Strategy and Editorial Leadership • Audience and Community Growth (Telegram, YouTube, TikTok, Instagram, Discord, VK) • Growth Marketing, Paid Social and Influencer Partnerships • iGaming, Betting and Casino Marketing • eSports Events and Campaigns • Content Analytics and Video Retention • AI-Assisted Video Production Workflows (Short-Form to 15-20 Minute Videos) • Creative Development and A/B Testing

PROFESSIONAL EXPERIENCE

NDA (iGaming / Betting / Casino / eSports) | Dubai

Feb 2024 - Present

Head of SMM (Apr 2025 - Present) | SMM Team Lead (Aug 2024 - Apr 2025) | SMM Manager (Feb 2024 - Aug 2024)

- Built the SMM department from zero and lead a team of 20 specialists: hired and developed the team and set up separate SMM and production workflows.
- Manage paid social budgets of \$20K to \$100K per month, up to \$200K at peak: work with media buyers on campaign planning, creative testing and scaling, and iterate creatives based on performance data.
- Scaled a network of branded Telegram channels to 200K+, 100K+ and 50K+ subscribers by combining organic content with paid traffic run together with media buyers.
- Built the production department from scratch, growing output from zero to 20M views per month: hired and managed video editors, set up the workflow from idea to publication and used performance data to decide which formats to scale. Brought AI tools into scripting, editing and asset creation to speed up output.
- Organised the company's eSports tournaments listed on HLTV: selected the platform and negotiated terms, built the bracket, wrote the rules and prepared event content.
- Launched channels from scratch on Instagram, TikTok, YouTube Shorts, X and Discord, setting up each account and adapting format and content to the platform.

Copywriter (Traffic Arbitrage) | KMA.BIZ | Remote

Aug 2023 - Feb 2024

- Wrote high-converting promo content and delivered ad creatives with designers.
- Optimised campaigns through A/B testing and analytics.

CEO & Lead Copywriter | One Target KZ | Almaty

Sep 2022 - Mar 2023

- Founded and ran a creative agency; hired and trained a team of 4 copywriters.
- Negotiated deals and delivered landing pages and ad creatives.

Senior Copywriter | BOOM Studio | Part-time, Remote

Sep 2021 - Aug 2023

- Managed social content for clients on Instagram and Telegram.
- Developed commercial proposals for major clients including ERG, Greenwich and Beeline.

SMM Manager | Pinger.Pro | Almaty

Feb 2021 - Sep 2022

- Produced content across multiple platforms and supported influencers with content.
- Moderated VK and YouTube live broadcasts.

EDUCATION

Master's degree, Marketing | Pavlodar State University

2024 - 2026

Bachelor's degree, Information Technologies | Pavlodar State University

2019 - 2023