

PORTFOLIO · DEALER & REGIONAL MARKETING

KAMRON MAKHMUDOV

Automotive marketing: Kia, Jetour, Chery, Haval, BYD
Distributor plans · Model launches · Influencer marketing

3

years in marketing

5

dealerships managed

4

regions of Uzbekistan



WHO I AM

ABOUT ME

Dealer and regional marketer with around 3 years in marketing, 2 of them in automotive.

Most recently Brand Manager at ADM ASTER: ran marketing for 5 Kia and Jetour dealerships in four regions of Uzbekistan, within the distributor's plan and brand guidelines.

Uzbek, Russian – native · English – basic

01

Distributor marketing plans & KPIs

02

Dealer & regional marketing

03

Model launches & events

04

Influencer marketing

05

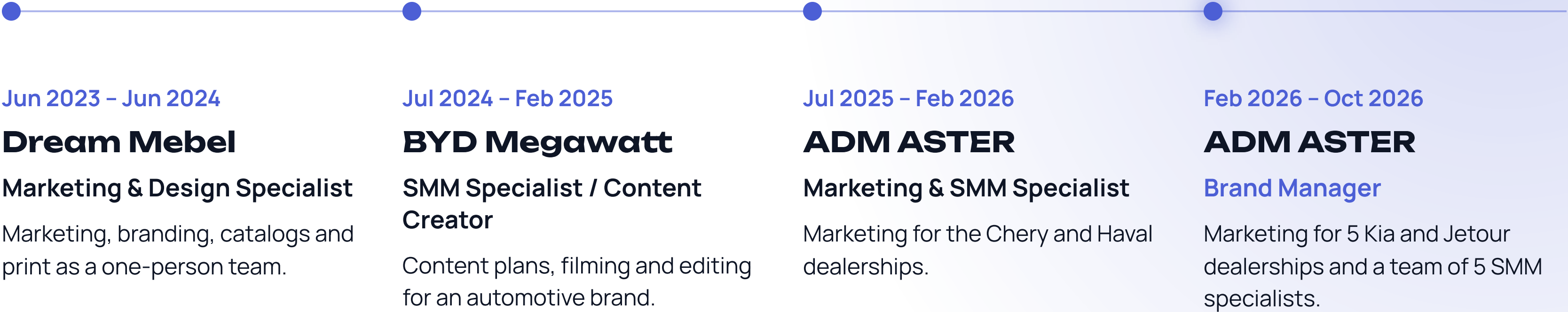
Budgets & reporting

06

Teams & contractors

EXPERIENCE

CAREER PATH



Each step – more responsibility: from content production to plans, teams and results.

BRAND MANAGER · ADM ASTER

KIA & JETOUR

5

dealerships

~30

bloggers in network

2

model launches

5

SMM specialists
coordinated

Consistently delivered the distributor's monthly marketing plan and lead targets.

Worked within the distributor's strategy: set the task → control → check the result.

Commercial figures are confidential.

3 dealerships

KIA

Samarkand
Karshi
Bukhara

JETOUR

Samarkand
Namangan

2 dealerships

HOW I WORK

REGIONAL MARKETING CYCLE

Every month, for every dealership –
from the distributor's plan to the
report.



INFLUENCER MARKETING

NOT BY FOLLOWER COUNT

I evaluate every blogger by ten criteria
– **not by reach alone.**

Target audience	Geography	Audience quality	Views	Engagement
Comments	Past placements	Brand fit	Placement cost	Commercial result

PROCESS

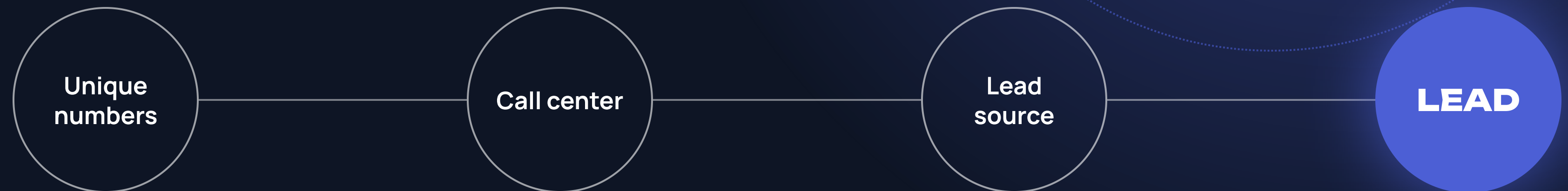


INSIGHT

REACH IS NOT THE RESULT

In car marketing in Uzbekistan, car-market bloggers with a purchase-ready audience worked best. The ones who delivered leads became long-term partners.

LEAD TRACKING CHAIN



CASE · KIA

KIA K3 LAUNCH

Held the Kia K3 presentation in three dealerships
at the same time.

3

dealerships

~130

guests

30

bloggers

Guests: Bukhara ~60 · Samarkand ~50 · Karshi ~20

Bloggers: 10 per dealership — car-market bloggers, micro-influencers and UGC creators

My role: contractors, SMM specialists, bloggers, timelines and task control — ran with no critical failures.



CASE · KIA

KIA SONET LAUNCH

A launch campaign across Kia dealerships, required by the distributor.

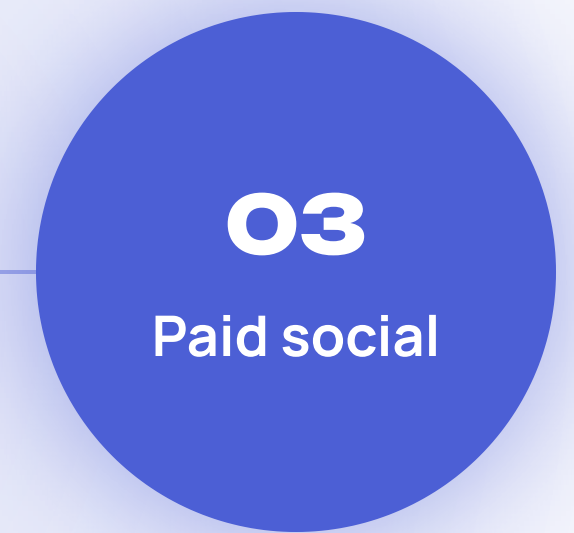
**One campaign, three channels
working together.**



5 bloggers per dealership – selected, briefed and controlled.



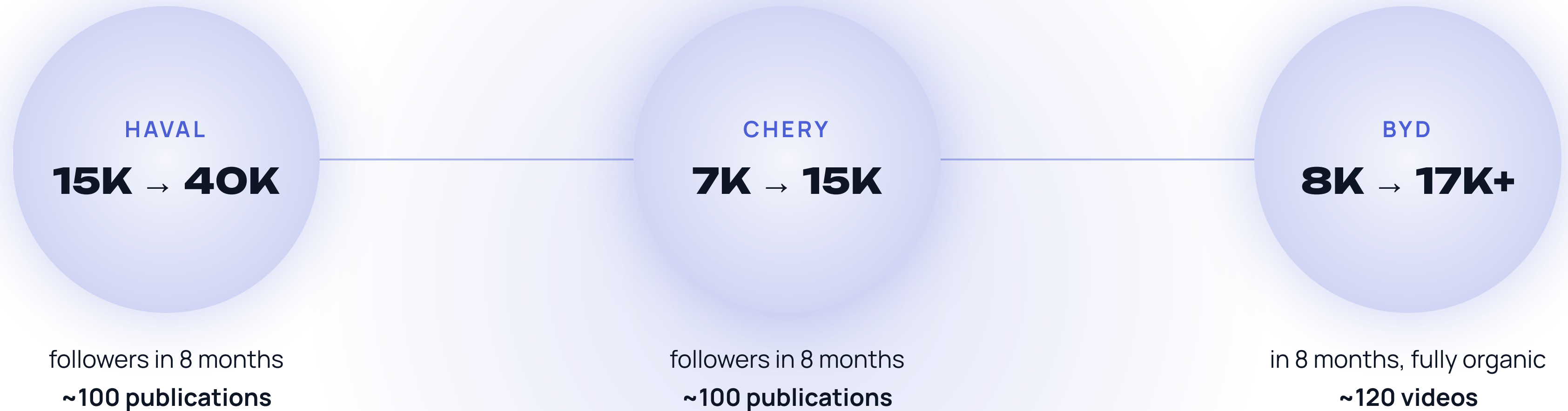
Reels produced for the paid social campaign.



Targeted ads launched together with the digital specialist.

MY PATH · CONTENT & SMM

ACCOUNT GROWTH



Chery & Haval: 13–15 posts per month per brand · 3 Stories daily, made personally

I know content from the inside — so I can brief, guide and evaluate SMM teams.

TOP REELS

Up to 1.1M views, mostly organic



Chery · 1.1M



BYD · 899K



Haval · 493K



Chery · 491K



Haval · 426K

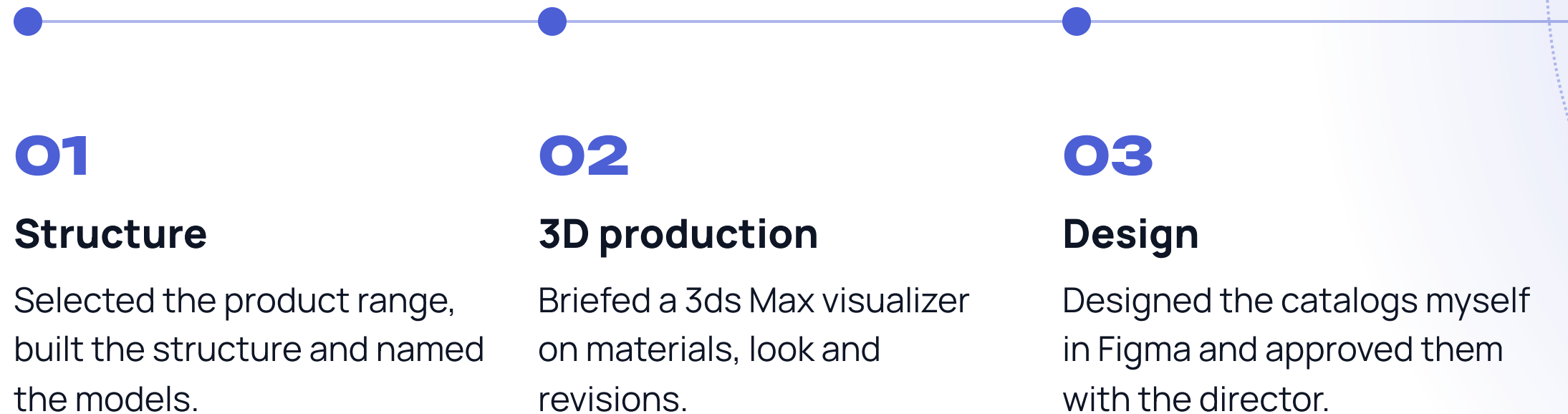


Chery · 272K

CASE · DREAM MEBEL

CATALOG FROM SCRATCH

Three furniture catalogs — Home, Office, Medical — built as a sales tool for B2B clients.



WHAT I BRING

COMPETENCIES

Regional & Dealer Marketing

Plans adapted to each region and dealership.

Marketing Planning

Distributor KPI plans, budgets, reporting.

Launches & Events

Model launches, test drives, open-house days.

Market Analysis

Market and competitor analysis for each region.



Teams & Contractors

SMM specialists, designers, videographers, contractors.

Influencer Marketing

Search, selection, negotiations, briefs, tracking.

Budgets & Reporting

Monthly budgets per dealership, reports to the distributor.

CONTACTS

LET'S TALK

Open to [Regional and Dealer Marketing](#) roles at distributors and brands.

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**THANK
YOU**