TOGZHAN SAMAT

STRATEGY / ANALYTICS / AI VIDEO

Business strategy. Clear analytics. Cinematic stories.

I help business owners and management teams understand markets, turn data into decisions, and communicate a clear story.



Astana, Kazakhstan

Market research & growth strategy
Management reports, ESG & presentations
Power BI dashboards & AI narrative video

MICROSOFT CERTIFIED

Power BI Data Analyst Associate

KIMEP University | BBA, Management

10+
years in corporate roles

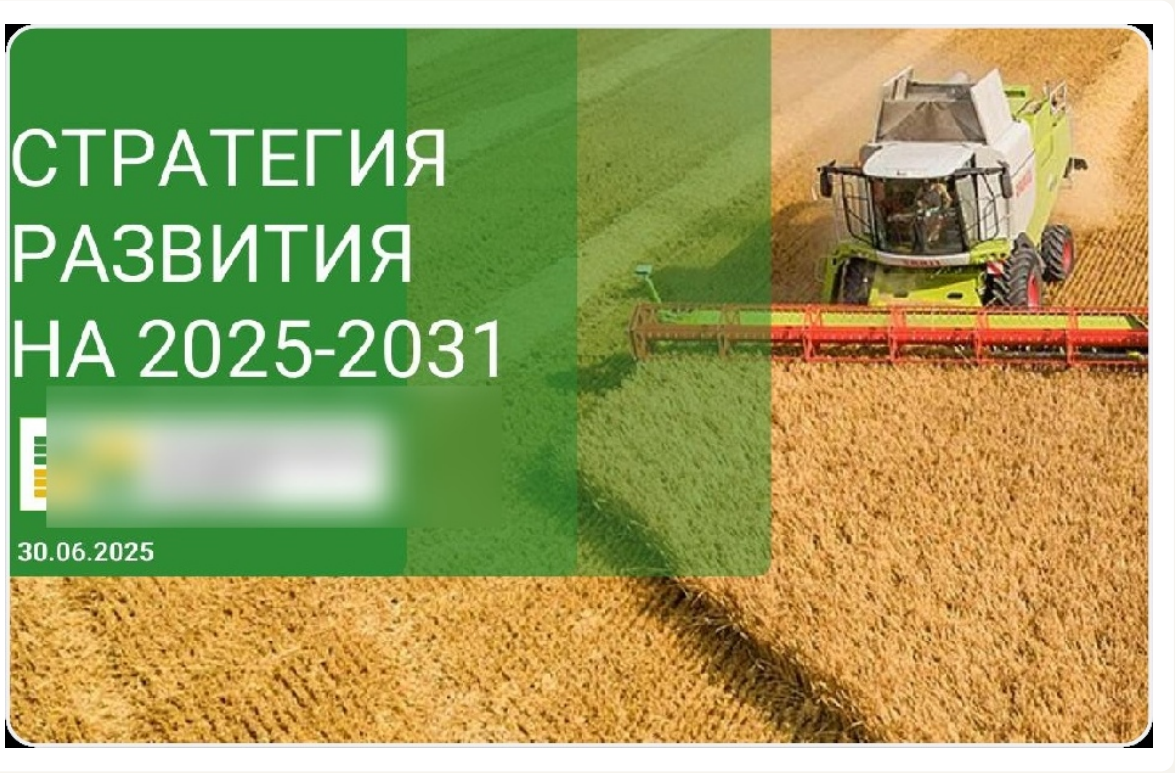
4
market studies

94
slides in a strategy draft

3
AI storytelling projects

A roadmap through 2031

Public agroholding, Kazakhstan | Strategy development and executive materials



Strategy working draft: excerpt from the supplied project portfolio.

94-SLIDE WORKING DRAFT

Initiatives, KPIs and a roadmap across business lines.

THE ASSIGNMENT

Bring the holding's business lines into one strategic view and prepare material for leadership discussions.

MY CONTRIBUTION

Reviewed business lines, SWOT and KPIs; structured initiatives in processing, exports, ESG and digitalisation.

Coordinated information from departments, built the document structure and supported strategy-session preparation.

Deliverables
Strategy working draft, strategic priorities, KPI framework and implementation roadmap.

Markets without ready-made answers

Four studies: milk powder, lentils, oilseeds and flour. Research designed to support business decisions.



Dairy-market study: regional consumption in Kazakhstan.



Executive presentation: production, imports and market structure.

METHOD

Reconstructed market size and structure from indirect data and conversations with market participants. Analysed demand, competitors, import flows and regional consumption.

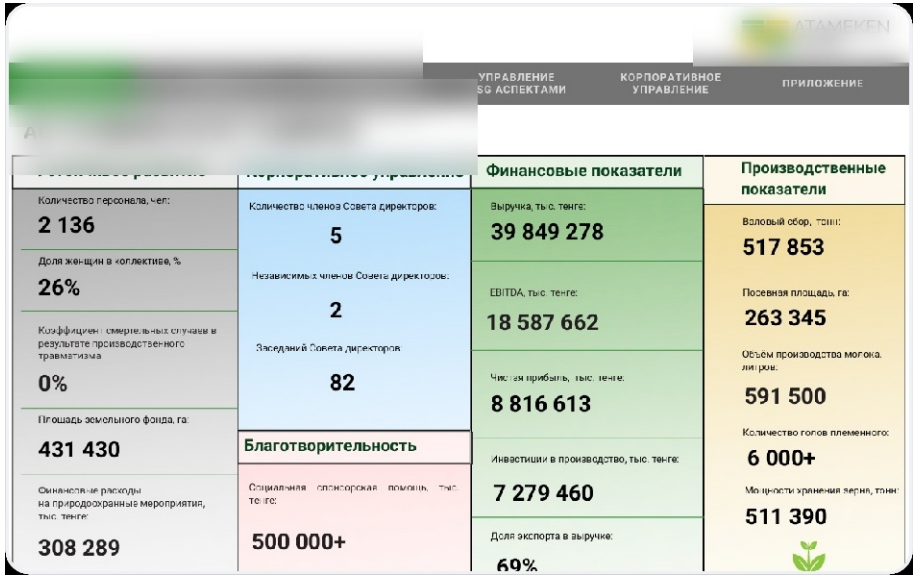
GEOGRAPHY & OUTPUTS

Kazakhstan, Central Asia, China, Iran, Afghanistan and Southeast Asia.

Research reports, analytical briefs and presentations for management and industry events.

Business information, clearly presented

Annual reporting, ESG content, executive presentations and export materials



Annual-report excerpt, 2024 reporting year.

ANNUAL REPORT | RUSSIAN & ENGLISH

Managed the full reporting cycle: department data collection, business analysis, ESG indicators, structure, text, tables and design. The report was published on KASE.

EXECUTIVE & EXPORT MATERIALS

Presentations and analytical briefs for the Management Board, Board of Directors and industry discussions.

International communication

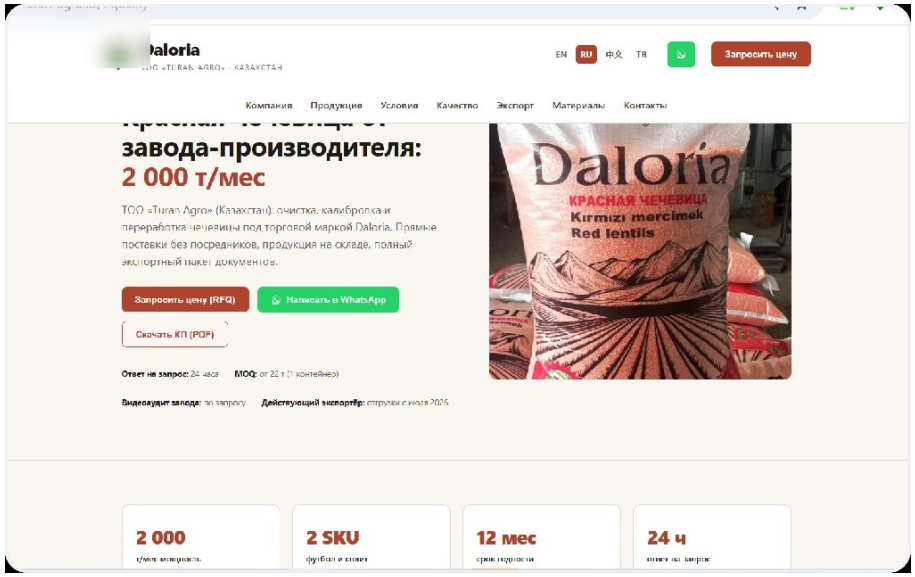
English and Chinese company catalogues; materials for GPC, CIIE, Saudi Food Show, ISM Middle East and Gulfood.

Stakeholder initiatives

Prepared the analysis and presentation for a lentil-consumption initiative that progressed to a working group at the Atameken National Chamber of Entrepreneurs.

A commercial function built in one month

Daloria | Director of Business Development | January–July 2026 | Remote



Four-language website: positioning, structure and commercial enquiry flow.



Commercial proposal generated around a customer's requirements.

Positioning & website

Defined the positioning and launched a website in four languages.

Sales infrastructure

Set up a call centre, client database and a commercial proposal generator.

Execution & materials

Created the commercial pack, roadmap and documented workflows; prepared subsidy application documents.

Explore the interactive dashboard

A 10-page demonstration built with training data for a fictional company.

POWER BI

From scattered data to a management view.

Sales, margin, OPEX, plan vs actual, inventory and what-if scenarios.

Open live Power BI demo >

Click the button, or scan the QR code.

OPEN THE LIVE REPORT

Interactive filters and report pages.

Tools
Power BI, Power Query, DAX and Excel.

Project approach
Data preparation, modelling, KPI calculations and a clear reporting structure.

A love story across generations

Private family film | Selected stills shared with permission



A chance encounter



The first conversation



Night-time care



Years of shared life

ACTUAL FRAMES FROM THE FILM

An AI-assisted film turning a real couple's memories into a cinematic family story.

2 MIN 49 SEC | 16:9 FILM | AI-ASSISTED

MY ROLE

Creative concept, narrative structure, AI scene generation, video editing and English narration.

THE STORY

From a chance meeting on a bus to marriage, parenthood and years of family life.

Period-inspired settings and recurring characters connect the chapters of their story.

PRIVACY & PERMISSION

At the client's request, only selected stills may be shown in my portfolio. The full film is private and is not available for public viewing.

Discuss an AI film project >

The little girl within

Personal creative project | Resilience, self-worth and unconditional love



The armour of strength



Meeting her younger self



Strength with tenderness

ACTUAL FRAMES FROM THE FILM

The little girl inside you deserves love she never has to earn.

23 SECONDS | **9:16 VERTICAL** | **AI-ASSISTED**

MY ROLE

Concept development, visual storytelling, AI scene generation and video editing.

VISUAL STORY

A woman in armour meets her younger self. A sword, a teddy bear and a protective embrace turn an inner dialogue into a visual story.

CREATIVE INTENT

A cinematic social media piece about vulnerability and self-acceptance, with a faith-inspired message of inherent worth.

Discuss an AI film project >

May I Stay Home?

Personal creative project | Original Russian title: «Я могу не ходить»



A child's question



A mother's concern



Reassurance and connection

ACTUAL FRAMES FROM THE FILM

A mother-daughter story about listening, reassurance and keeping adult worries out of a child's world.

29 SECONDS | 9:16 VERTICAL | SELECTED STILLS

MY ROLE

Concept, narrative development, scene direction and AI-assisted production.

PRODUCTION

Higgsfield for generated scenes.
ElevenLabs for Russian voiceover.
Scene sequencing, subtitles and final video assembly.

PORTFOLIO PRESENTATION

This project is presented through selected stills. The full video is not published in this portfolio.

Discuss an AI film project >