

ADELE NURBAYEVA

creative producer / project manager

berlin, germany | adele@tolk.earth | +49 152 02817849

telegram: @adelenur | instagram: @adelle.weiss

PROFILE



creative producer and project manager working across advertising, social media, brand experiences and cultural production since 2018. i lead the creative work and the production around it - from an agency brief to a campaign launch, or an international music programme in Charyn Canyon.

30+ agency projects
€10k-€150k budgets
teams of 10-20+

CORE SKILLS

campaigns & social media
photo/video & live events
scope, schedules & budgets
clients, vendors & crews
artists & partnerships
merchandise production

TOOLS

notion, trello/asana, miro,
slack, google workspace
figma, adobe ps / ai / pr

LANGUAGES

russian - native
english - C1
german - B1

PROFESSIONAL EXPERIENCE

ŞUAQ

co-founder / executive producer

2025-present | charyn canyon & almaty, kazakhstan

brand partners:

Carlsberg Group, Jägermeister, Gorilla, Red Bull

- co-founded an experimental electronic music and audiovisual festival, taking an edition into Charyn Canyon with projection mapping on the rock face.
- built the site production from zero and led a crew of 20+: power, sound, staging, camp, access, medical support, permits and risk planning.
- developed Central Asian artist collaborations and an international programme, including the xternal domain showcase with producer Slikback. led booking, partnerships and sponsor integrations.
- produced four editions: 3,000 attendees in total, 75+ artists, 15m+ reach and 45+ media features.

TOLK Tribe

creative production & operations lead

2022-2026 | almaty, kazakhstan

selected clients: Jägermeister, Chanel, Yandex Go, inDrive, Alternativa Film Festival

- led 30+ agency projects with budgets of €10k-€150k and a team of 10 across strategy, design, copy and production.
- owned client relationships and the project pipeline: briefs, estimates, staffing, schedules, suppliers, approvals and cost/margin control.
- produced advertising shoots and ongoing social media / SMM work, from concept and casting through photo/video production, post and rollout.
- delivered brand events, cultural collaborations and merchandise, bringing artists, venues, fabrication and suppliers into one production plan.

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EDUCATION

KBTU, almaty

2013-2017

BSc, economic &
mathematical modeling and
analysis

EARLIER EXPERIENCE

lulu

event & content producer

2018-2021 | almaty

produced social photo/video
content, seasonal campaigns
and influencer / VIP events
for a luxury beauty
retailer. managed crews,
suppliers, approvals and
post.

tolk podcast studio

PR manager

2021 | moscow

led launch communications
for the podcast "i'm with
you": media outreach,
creator partnerships,
offline activation and
branded merchandise.

CONTACT

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SELECTED PRODUCTION WORK

Van Cleef & Arpels / Dazzz Universe

event supervisor | february 2026

coordinated floral activation zones and vendor teams in
munich and frankfurt, including a private client event for 50
guests.

BI Group / NEXPO Business

producer | 2026

delivered an interactive projection-mapped installation in
one week with a four-person team, combining table
fabrication, Kinect interaction and visual content.

adidas TERREX / BBDO Kazakhstan

music programmer / artist booking lead | dec 2025-feb 2026

led several rounds of artist selection and booked one guest
artist. managed negotiation, contracting, rider and logistics
within a 15+ project team.

First & Red

programme & production lead | dec 2025-feb 2026

led the local team, live programme, technical setup, catering
and event design for a private event with alexander bublik at
the st. regis astana.

üi küii / TOLK × Qazaq Indie

executive producer | 2024

produced two sold-out theatre performances for 1,000
attendees in total, coordinating 10 in-house team members and
15 artists.

Steppe Freq / Qazaq Indie

producer | 2022

led concept and production of a live AI installation for a
hackathon closing night, coordinating artistic research and
the technical build on a compressed schedule.

