

Jamil Sultanli

Google Partner | Professional Digital Marketing Expert

jmlsltnl@gmail.com

<https://www.linkedin.com/in/cemilsultanli>

<https://jamilsultanli.co>

+48451692442

Warsaw, Mazowieckie, Poland

An accomplished Digital Marketing professional with proven success in developing and implementing strategies across multiple industries. Expertise in SEO, SEM, campaign management, and market research. Skilled at leading cross-functional teams to exceed business objectives.

Core Skills

Digital Transformation,
Digital Marketing Media, DM,
Digital Strategy, HTML5, MySQL,
WordPress, Digital Marketing, SEO, SEM,
Search Engine Optimisation, Advertising,
Paid Media, Paid Advertising,
Meta Advertising, Google Analytics,
E-Commerce, Marketing Management,
Entrepreneurship, Social Media Marketing,
Content, Content Marketing, Digital Media,
Mediabuying, Media Buying, PPC,
PPC Advertising,
conversion rate optimization,
client management, data analysis,
instagram, facebook, sales,
data-driven insights, bid management,
Decisiveness, Corporate Governance,
Board Communication, critical thinking,
flexible, effective communicator,
verbal communication, troubleshooting,
articulate, self-motivated, Approachability,
Leadership, Executive Leadership

Education

Akademia Ekonomiczno- Humanistyczna w Warszawie

Oct 2024 - Present

Master's degree

Marketing/Marketing Management, General

Azerbaijan State University of Economics • UNEC

Jan 2012 - Jan 2016

Bachelor's degree Marketing

Work Experience

Head of Digital

Jul 2023 - Present

Gossip Brands Avenue | Azerbaijan

Founder

Jul 2022 - Jan 2024

Backdoms | Azerbaijan

Digital Marketing Consultant

Feb 2023 - Jul 2023

Jeykhun Imanov Studio | Azerbaijan

Develop and implement comprehensive marketing strategies and plans to promote Jeykhun Imanov Studio's services, including event planning, design, and production.

Conduct market research and analysis to identify target markets, customer preferences, and industry trends, and use this information to inform marketing strategies and campaign planning.

Collaborate with cross-functional teams, such as designers, event planners, and production staff, to ensure cohesive and impactful marketing initiatives aligned with the studio's brand image and value proposition.

Utilize digital marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM), social media advertising, email marketing, and content marketing, to increase online visibility, generate leads, and nurture customer relationships.

Develop and manage marketing campaigns for specific events or projects, coordinating with internal and external stakeholders to ensure successful execution and maximum reach.

Monitor and analyze key performance indicators (KPIs), such as lead generation, customer engagement, and conversion rates, to assess the effectiveness of marketing efforts and provide insights for optimization.

Conduct competitor analysis to identify market trends, pricing strategies, and marketing tactics used by competitors, and use this information to develop competitive positioning and differentiation strategies.

Collaborate with external agencies, vendors, and partners to execute marketing initiatives, ensuring alignment with brand guidelines and marketing objectives.

Prepare regular reports and presentations on marketing performance, presenting findings, insights, and recommendations to key stakeholders

Languages

Russian (*LIMITED_WORKING*)

Turkish (*NATIVE_OR_BILINGUAL*)

English (*PROFESSIONAL_WORKING*)

Certificates

Google Ads Apps Apr 2025

Certification

Google Digital Academy (Skillshop)

Google Ads Display Apr 2025

Certification

Google Digital Academy (Skillshop)

Google Ads Search Apr 2025

Certification

Google Digital Academy (Skillshop)

Google Ads Video Apr 2025

Certification

Google Digital Academy (Skillshop)

Google Partner

Google Ads (Google Partner)

and management.

Provide marketing consulting and support to the studio's clients, offering strategic guidance and recommendations to enhance their event planning and marketing efforts.

Head of Digital Marketing

Oct 2021 - Apr 2023

iBoxApp | Bakü, Contiguous Azerbaijan, Azerbaijan

Develop and execute comprehensive digital marketing strategies to increase brand awareness, drive customer acquisition, and promote iBoxAPP's products and services.

Plan and manage digital advertising campaigns across various channels, including search engines, social media platforms, display networks, and mobile apps, to reach target audiences and achieve marketing objectives.

Conduct market research and competitive analysis to identify target markets, customer preferences, and industry trends, and use this information to inform marketing strategies and campaign planning.

Create and optimize digital marketing assets, such as landing pages, banners, and ad copies, to maximize conversions and improve user experience.

Utilize search engine optimization (SEO) techniques to improve organic search rankings and increase visibility of iBoxAPP's website and digital presence.

Develop and manage email marketing campaigns, including segmentation, content creation, A/B testing, and performance tracking, to nurture leads, drive customer engagement, and support overall marketing goals.

Collaborate with cross-functional teams, such as graphic designers, content writers, and developers, to ensure cohesive and impactful digital marketing initiatives.

Monitor and analyze key performance indicators (KPIs), such as website traffic, conversion rates, customer engagement metrics, and ROI, to measure the effectiveness of digital marketing efforts and provide insights for optimization.

Marketing Innovation Specialist

May 2022 - Sep 2022

PASHA Bank OJSC | Baku, Azerbaijan

Develop and implement innovative marketing strategies and campaigns to promote PASHA Bank's innovative products, services, and initiatives.

Collaborate with the innovation team to identify and understand new market trends, emerging technologies, and customer needs to inform marketing strategies and initiatives.

Create compelling and engaging marketing content, including but not limited to, blog posts, articles, whitepapers, case studies, and videos, highlighting the bank's innovative solutions and value propositions.

Utilize various marketing channels, including digital platforms, social media, email marketing, events, and partnerships, to reach target audiences and increase brand awareness and engagement.

Coordinate and execute marketing campaigns to promote innovative products and services, ensuring alignment with brand guidelines, marketing objectives, and target audience preferences.

Conduct market research and competitive analysis to identify

opportunities for product positioning, differentiation, and market penetration.

Collaborate with cross-functional teams, such as product development, design, and communications, to ensure seamless integration of marketing efforts with innovation initiatives.

Develop and maintain relationships with industry influencers, thought leaders, and strategic partners to amplify the bank's innovation messaging and strengthen its position in the market.

Digital Marketing Manager

Jan 2022 - May 2022

OMD Azerbaijan

Digital Marketing Director

May 2021 - Nov 2021

Pickvisa.com | Dubai, United Arab Emirates

- Established marketing networks, marketing plans and multi-channel digital marketing strategies.
- Improved short and long-term digital marketing strategies.
- Oversaw highly talented team in delivery of project tasks meeting deadlines and exceeding Jira.
- Performed competitor analysis to identify high-value keyword and backlink options.
- Devised marketing packages, including web design, remarketing

Head Of Digital Marketing

Aug 2020 - May 2021

Kontakt Home | Baki, Azerbaijan

Established marketing networks, marketing plans and multi-channel digital marketing strategies.

Improved short and long-term digital marketing strategies.

Oversaw highly talented team in delivery of project tasks meeting deadlines and exceeding Bitrix.

Devised marketing packages, including web design, remarketing campaigns, key phrase packages and new media advertising campaigns to increase search engine optimization (SEO) for clients.

Performed competitor analysis to identify high-value keyword and backlink options.

Updated clients on regular basis with information regarding success of digital marketing campaigns and discussed areas requiring improvement.

Created and implemented marketing campaigns and directory services to help clients capitalize on new media and Internet advertising opportunities.

Collaborated closely with clients to understand business needs and professional expectations and used information to define plan to boost success.

Digital Marketing Manager

Jun 2019 - Aug 2020

Cafe de Baku | Azerbaijan

Marketing Director

Jun 2019 - Dec 2019

Vision Academy | Azerbaijan

