

Jamil Sultanli

Digital Marketing Specialist



PHONE +994 (50) 303 68 91

EMAIL contact@jamilsultanli.com

LINKS [Website](#), [Facebook](#), [LinkedIn](#)

Profile

Experienced Digital Marketing Manager with extensive experience building, maintaining, and running successful digital marketing campaigns. Bringing forth broad marketing knowledge, coupled with focused campaign experience. Adept at creating and implementing client-centered, successful campaigns, aimed at improving brand awareness and presence. Collaborative and creative manager accomplished at managing digital marketing presence content. Experienced in leading teams of marketing professionals to meet and exceed digital marketing goals.

Employment History

Jun 2019 – Present

Digital Marketing Expert

Cafe de Baku

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Evaluated websites for mobile performance and optimal search engine rankings.
- Organized and analyzed data and marketing results.
- Researched keywords relevant to marketing efforts of clients.
- Introduced scheduled targeted email marketing programs.
- Managed a teams of marketing professionals to ensure the success of marketing campaigns.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners

Jun 2019 – Present

Marketing Manager

La Liga Game Center

- Prepared detailed and well thought out proposals and marketing plans.
- Advised on branding, communication techniques, and other relevant marketing issues.
- Conducted marketing research to accurately identify industry trends and business opportunities.
- Directed marketing projects and studied results.
- Wrote and delivered quarterly reports with ideas for improvements and initiatives.

Jun 2019 – Dec 2019

Marketing Director

Vision Academy

- Oversaw sales, marketing, and business development goals.
- Planned strategies to develop new markets for printing.
- Advised on branding, communication techniques, and other relevant marketing issues.
- Conducted marketing research to accurately identify industry trends and business opportunities.
- Directed marketing projects and studied results.
- Wrote and delivered quarterly reports with ideas for improvements and initiatives.
- Increased brand presence, resulting in higher sales and more advantageous relationships.

Jan 2019 – Jun 2019

Chief Marketing Officer

Hello Digital

- Conducted marketing research to accurately identify industry trends and business opportunities.
- Advised on branding, communication techniques, and other relevant marketing issues.
- Prepared detailed and well thought out proposals and marketing plans.
- Wrote and delivered quarterly reports with ideas for improvements and initiatives.

Aug 2018 – Jan 2019

Digital Marketing Expert

itcity.academy

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
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- Researched keywords relevant to marketing efforts of clients.
- Introduced scheduled targeted email marketing programs.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
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- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners

Dec 2017 – Aug 2018

CEO

Stiker.az

- Managed and supported business risk and worked to develop and implement strategic solutions.
- Lead and conducted in depth analysis of business performance versus business goals.
- Successfully handled visual merchandising, and worked to promote company vision.
- Encouraged employees to do their best, and increased store productivity immensely.
- Identified and maximized sales opportunities, and increased customer retention rates.
- Worked to provide optimal browsing and buying experiences for all visitors and customers.
- Remained punctual and professional at all times.

- Worked well independently and on a team to solve problems.
- Organized and prioritized work to complete assignments in a timely, efficient manner.

May 2017 – Oct 2017

Digital Marketing Expert

Camex International

- Organized and analyzed data and marketing results.
- Worked alongside marketing specialists and graphic designers.
- Evaluated client websites for mobile performance and optimal search engine rankings.
- Developed unique content for a variety of clients sites to improve presence and brand awareness.
- Coordinated mailings, marketing materials, and website content.
- Researched keywords relevant to marketing efforts of clients.

May 2017 – Oct 2017

Digital Marketing Specialist

189 Taxi

- Put forth carefully planned strategies to improve company business.
- Developed and maintained internal and external relationships, which were crucial to company enhancement and success.
- increased brand presence, resulting in higher sales and more advantageous relationships.
- Fostering relationships to maintain existing clients, while developing new relationships to attract potential clients.
- Designed and implemented direct mail campaigns, resulting in a 10% sales increase per quarter.
- Planned, executed, and led online marketing tactics, resulting in wide range company advancements.
- Worked alongside marketing specialists and graphic designers.
- Collaborated with other consultants and tutors to develop workshops for students and staff.
- Coordinated mailings, marketing materials, and website content.
- Researched keywords relevant to marketing efforts of clients.
- Organized and analyzed data and marketing results.

Oct 2015 – May 2017

Content Marketing Associate

Technote.az

- Analyzed past marketing initiatives and revamped the company's marketing efforts to keep readers and attract new ones.
- Constantly searched for new opportunities to engage new audiences.
- Assisted Content Marketing Associates with all administrative duties associated with web content.
- Contributed to brainstorming sessions involving the design, conception, and creation of new digital content.
- Adapted communication style to the project goals and audience.
- Successfully restructured our online presence, giving it a fresh and new feel.
- Took to all social media platforms to disperse content and news.
- Conducted research and monitored blog traffic patterns to assess the kind of content readers desired.
- Engaged with blog visitors via comments and emails.

- Collaborated with other department teams to identify useful content ideas and map out strategies.
- Researched and implemented winning social media strategies to increase viewership and fans.
- Managed all social media pages and create innovative blog posts to achieve reader satisfaction.
- Developed and launched viral marketing campaigns, resulting in increased viewership and clients.

Education

Sep 2012 – Jul 2016

Azerbaijan State University of Economics
Bachelor of Marketing

Skills

HTML/CSS/JavaScript	● ● ● ● ●	Facebook Business Manager	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●	Data Analysis	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●	Email Marketing	● ● ● ● ●
Excel and Word	● ● ● ● ●	Marketing Strategy	● ● ● ● ●
Linux Administration	● ● ● ● ●	Market Research	● ● ● ● ●
Google Analytics	● ● ● ● ●	Team Player	● ● ● ● ●
Google Adwords	● ● ● ● ●	Innovation	● ● ● ● ●
Google Suite	● ● ● ● ●	Multitasking	● ● ● ● ●
Facebook Ads Manager	● ● ● ● ●	Creative Writing	● ● ● ● ●

Languages

Azerbaijan	● ● ● ● ●	Russian	● ● ● ● ●
English	● ● ● ● ●	Turkish	● ● ● ● ●