**Gulzar Mammadova**

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# PROFESSIONAL EXPERIENCE:

**Product Manager – Start Travel**  (APR 2018 – NOV 2020)

* Developed and planned new tour packages for inbound travelers
* Managed communication with the overseas travel agencies and tour operators
* Supported the negotiations with tourism vendors, hotels and other tour operators
* Directed the presentations to increase awareness about company’s products and services
* Managed and completely revised the content for starttravel.az and turboservice.az
* Developed and managed search engine optimization (SEO), conversion rate optimization (CRO), social media marketing (SMM), and email marketing.

**PR Specialist – ASPI AQRO LLC (Savalan Wine)** (FEB 2015 – APR 2018)

* Represented the company in various meetings and conferences
* Developed marketing initiatives to increase product visibility and market performance
* Collaborated with the Sales team to develop strategies that increased sales revenue
* Develop and managed digital marketing strategy
* Managed and completely revised the content for savalan.az
* Developed and managed search engine optimization (SEO), conversion rate optimization (CRO), and social media marketing (SMM)

**Registrar - AZERCELL Telecom**  (JUN 2014 – DEC 2014)

* Oversaw the registration of incoming and outgoing letters
* Executed archiving of relevant letters

**CBE coordinator - GRBS International Examination Centre LLC**  (SEPT 2010 – JUN 2014)

* Facilitated exams and preparation for IELTS, TOEFL, ACCA and CIMA exams
* Supervised and monitored administration of tests by proctors; ensured that test instructions are accurate, and that appropriate testing environment is maintained.
* Initiated and created testing program policies, procedures, and schedules.

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# EDUCATION:

**Bachelor, Azerbaijan Teachers University**  (2009-2015)

* Specialization: Primary school teacher

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# ADDITIONAL INFORMATION

* Software capabilities: MS Office, Adobe Master Collection (Illustrator, Photoshop, InDesign), JavaScript (intermediate knowledge), ReactJS (basic knowledge)
* Trainings: Front end developer trainings (HTML5, CSS3, JavaScript, ReactJS)
* Languages: Azerbaijan (good), Russian (native), English (good)