# RAMIN AKHUNDOV

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**Citizenship**: British (hold Czech Republic residence permit)

**PROFESSIONAL SUMMARY**

A passionate leader with proven **B2C and B2B marketing, brand and corporate communications and strategies portfolio, sales, project management** experience within commercial (client and agency) acumen and a focus on global roles. Extensive time spent across the UK and CIS (Russia, Azerbaijan, Georgia, Kazakhstan, Ukraine). Deploying global strategies for the regions under my responsibility (CIS). Development and execution of their marketing and retail operations and budget management. Industries of expertise: Telecoms (Orange, Azerfon (Nar)), Consumer Electronics (Samsung Electronics), FMCG (Arla Foods, Unilever, GSK, Kimberley Clark), world leading creative agencies (McCann Worldgroup, WPP). A “hands-on” person with strong strategic, leadership, creative and analytical skills able to manage and motivate teams to achieve set objectives. **Fluent in English (native), Russian (native), Turkish (proficient), Azerbaijani (proficient), Czech (beginner)**

# CORE COMPETENCIES / SKILLS

B2B / B2C Marketing management ▪ Brand & Digital Communications ▪ International Market entry and management ▪ Corporate / Internal communications ▪ Retail / Merchandising management and Operations ▪ Digital, ATL, BTL, PR, Events and Sponsorships ▪ Business and Marketing Strategies ▪ Team leadership, coaching, HR ▪ Account & Project Management ▪ Revenue Generation / Profitability ▪ Management of Creative Agencies and Clients ▪ Creative thinking / Copywriting ▪ Crisis Management

# PROFESSIONAL EXPERIENCE

***Azerfon (Nar). Telecommunications Operator.*** [***www.nar.az***](http://www.nar.az) ***Baku, Azerbaijan (CIS).***

***Head of Marketing Communications department (B2C and B2B). May 2017 - Present***

***Major Responsibilities:***

* Management of 4 units, total of 14 team members: Brand & Advertising, Digital, Digital CSR and Media.
* Development, implementation and evaluation of brand communications strategies, initiatives and programs for both B2C and B2B customer segments.
* Delivery of brand plans in cooperation with internal stakeholder teams. Ensuring profound execution and management of post-evaluation of brand building activities.
* Development and maintenance of Nar’s all digital communications through Web development content marketing through all social media channels.
* Defining, management and tracking of central marketing comms budget, apportioning spending and ensuring that Nar’s budgetary initiatives are reflective of communications strategy and key principles.
* Monthly ROI reporting to Chief Commercial Director (budget planned vs. spent vs. gained revenue per channel).
* Maintenance of protection of consistency of Nar’s corporate ID and communication across all internal and external comms channels as well as monitoring partners’ digitals platforms for any inconsistencies.
* Leading the development and maintenance of Nar's brand, internal and corporate marketing, digital, media, PR and event campaigns, and annual communication plans.
* Constant monitoring of internal and external factors affecting the markets with a special focus on consumer dynamics.
* Management of marketing agencies (local and International) – creative, digital, copywriting, social media and ensuring high-level delivery.
* Manage cross-functional effective relationships with internal and partner stakeholders: Sales, products development, procurement, audit, HR, legal, CEO and Board of Directors.

***Key Achievements:***

* Created and implemented refreshment strategy for “Nar” along with corporate strategy, through implementing ATL, digital, retail, cross national non-standard activities, BTL and targeted activities in 40 days.
* Restructured overall marcomm department in particular digital unit and working practices to raise subscriber engagement in SM by using digital marketing tools and the web traffic by over 85% in 1 year.
* Raised brand awareness (top of mind) rate by 3% every 6 months (NPS / Brand Tracking research July’19).
* Raised digital support team’s performance to become number one in the market.
* Launched, through creating demand, “Fixed product” package for Nar, consisting of Fixed Internet, IP TV and voice / data package. This is a pioneer product in the local market with full launch comms plan.
* Launched voice revenue stimulating campaign to raise subscribers’ base and ARPU by over 10%.
* Launched #ilovenar 360 degree campaign based on brand values.
* Launched successful network improvement campaign to change the previous consumer perception.
* Created retail marketing concept by introducing the conceptual approach using trainers, merchandisers, promoters and reporting using latest tracking system. Closely working and liaising with CSO and sales HoDs.

***Samsung Electronics***

***Regional Head of Marketing and Retail. CIS (Azerbaijan, Georgia), June 2015 – May 2017***

***Major Responsibilities:***

* Steering regional business of sales and marketing tactics of retail Mobile, Audio / Video and Home Appliances categories and other consumer electronics products in Caucasus region (Azerbaijan and Georgia).
* Development and maintenance of Regional marketing plans and budgeting.
* Deploying Samsung’s global marketing strategy to Caucasus region.
* Responsible for Brand, digital, BTL, Media placement, PR, events activities for both countries.
* Weekly marketing and retail activities reporting to Regional President and HQ (Seoul).
* Close control and management of my marketing teams and agencies in Baku and Tbilisi by distant management and by weekly visits to Tbilisi office.
* Quarterly retail and communications marketing planning, stores renovation and execution in both countries, including retail display, adaptation and field force management.
* By close working with Sales HoDs, creating annual marketing and budgeting strategy and plan for each category and each product for Azerbaijan and Georgia market and effectively executing it.

***Key Achievements:***

* Success case in the CIS by hitting the record of the best sales ratio of Flat and Curved TVs (30%) as well as between the standard and Addwash models of Samsung Washing machines.
* Restructured retail operations in Azerbaijan by introducing promoters into partners’ stores pushing Samsung’s products thus raising sales of focus models monthly on average by 30%.
* Introduced usage of out of the box and innovative customer engagement activities through BTL and latest digital SMM tools. Digital engagement increased by over 35% in 6 months. “Top of the mind” brand awareness raised by 10% (NPS brand tracking)
* Created an umbrella communication platform for Samsung Caucasus “Trend Setting Technology”.

***Peachline Advertising, Founder / Head of Business Development, HR. CIS.*** [***www.peachline.az***](http://www.peachline.az)

***Herman Miller office Furniture representation (30% of time based in London UK)***

***Baku Azerbaijan, London UK - Jan 2009 – June 2015***

***Major Responsibilities:***

* Founded and Managed the agency and its development and major clients / partners.
* HR management of the agency. Full HR cycle.
* Managed creative and client service teams in major account pitches.
* Contracted PR and Marketing work for the Ministry of Health of Azerbaijan.
* Lead client service process from briefing to Creative and marketing execution.
* Representing and managing Herman Miller showroom office (50% time based in the UK)

***Key achievements:***

* Led "Arla foods" and its brands "Three cows", "Puck", "Lurpak" for 4 years from creative and marketing strategies development till successful execution. Increased sales of “Three Cows” by over 70% in 1 summer
* Led marketing agency to become the leading creative agency of Azerbaijan, managed 35 employees that grew by over 300% in total number in over 4 years, increasing annual revenues from 50K to over 3 ml euros.
* World Cup U-17 in Baku, Azerbaijan 2012. Won tender, organised and managed the official opening and closing ceremonies (opening ceremony was performed by Cirque du Soleil for the first time in Azerbaijan).
* Advisor to the Minister of Health of Azerbaijan on image and PR of the ministry (peachline contract), managing press and PR, increasing positive image through management of relationships with press.
* Developed and achieved an international market entry strategy of Herman Miller brand to Russia, Azerbaijan.

***McCann Erickson, McCann Worldgroup CIS, Client Services Director***

***Kazakhstan, Azerbaijan, Russia. Feb 2004 – Jan 2009***

***Major Responsibilities:***

* Management of the Client Services department and its liaison with the rest of the business.
* Management of 6 team members.
* Project management and pitch management
* Annual client turnover forecast and negotiations with clients and media partners.
* Leading the process from client briefing to ATL / BTL execution and supervision.

***Key Achievements:***

* Further development of pre-paid brand for Azercell (TeliaSonera) and post-paid image campaign.
* Launch of Nar Mobile (Azerfon) in 2007 (first video calling function was tested at the launch event).
* Successful strategies for Unilever (Axe, Rexona, Knorr, Dove, Lipton), Reckitt Benckiser, Kimberly Clarke.
* Ensuring smooth and prosperous client / agency relationship development, new business development including financial aspects of all activities (over 70% monetary growth over 5 year period).

***Orange PCS,******Marketing Communications Executive (promoted after completing graduate scheme)***

***London UK, Sept 2000 – Feb 2004***

***Major responsibilities:***

* Managed 5 advertising and printing agencies and key stakeholders within Orange telecom from campaign briefings and execution to strategic planning and regular reviews.
* Responsible for content the Orange shop magazine execution (Monthly magazine).

***Key Achievements:***

* Liaised with over 10 departments to gain information for the magazine and ensure its execution.
* Managed and oversaw a large number of both consumer, business, analytical and campaign communications.
* Created, gathered content and managed printing of over 20 Orange shop magazines.

# EDUCATION

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| * **University of Hertfordshire UK**:   BA (Hons) Marketing with International Economics | 1997 – 2000 |

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| * **A levels at Richmond Upon Thames College UK**:   Maths & Stats, Geography, Russian, Economics & Business | 1994 – 1997 |