

CV

Profile:

Full name: *Gulay Hasanova*

Date of birth: *20.12.1988*

Marital status: *Married*

Residence: *Aga Nematulla 24/22, Baku Azerbaijan, AZ 1033*

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Education

Azerbaijan State University of Languages

Bachelor's degree, English Philology

September 2007 – July 2011

Experience

▪ Parfume Euro Az LLC

Brands project manager

November 2017-till now

- Providing product management expertise, advising marketing manager and corporate management on brand positioning, marketplace research and consumer research
- Developing and launching new products to the market
- Developing a short and long term business plan for the brand that addressed product holes, new markets, distribution strategy and profit estimates
- Developing dealer and end-user marketing collateral and programs to promote the value proposition
- Initiating new sales coverage strategy with the support of sales management
- Working closely with global managers to ensure brands effectively penetrating into local market, preparing monthly, weekly, annual sales & activity reports.

▪ Ideal Perfumery & Cosmetics LLC

Brand manager

From January 2016 –November 2017, Azerbaijan ,Baku,

Brand manager of the Niche perfume brands **By Kilian, Creed, Escentric Molecules, Beautiful Mind, Designer Shaik, Frederic Malle, Clive Christian, Amouage, Bond 9, Roja Dove, Initio,**

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Brioni ,Tiziana Terenzi,Sospiro, Xerjoff, Join the Club,Casamorati, M.Micallef, Parfums de Marly , Nejma, Widian by AJ Arabia.

Partnership with **ELAY Holding** and **Italdizain group of companies.**

- Business correspondence with international partners
- Preparing brands and their development
- Making strategy of promotion of products in market
- Advertising (billboards, prisms, streamers, PR journal articles)
- SMM
- Controlling of pricing & pricing strategy
- Coordination and control of subordinated employees
- Setting motivational incentives for sales team
- Preparing monthly and annual sales reports for brands
- Stock analyze & control
- Preparing and placing orders
- Controlling merchandising of brands on shelves
- Controlling logistics process (tracking, delivery)
- Working with external and internal documentation on a daily basis
- Controlling of arrival of goods, cancellation and retail process.
- Goods flow control
- Organizing client's event for VIP customers
- Preparing documents for the payment & controlling the payment process
- Recruiting and training employees for new branding and event programs

▪ **Ideal perfumery & Cosmetics LLC**

Junior brand manager

August 2015 – January 2016 Azerbaijan ,Baku

Worked with **LVMH group brands (Christian Dior,Guerlain,Givenchy,Kenzo),Estee Lauder group (Estee Lauder,Clinique,Ermenigildo Zegna,Tom Ford,DKNY) & Collistar.**

- Assisting to develop a coherent brands message through events and promotions
- Utilizing usage of point-of-purchase materials, merchandising, sales collateral
- Recruiting and training employees for new branding and event programs
- Assisting with planning weekly, monthly, and quarterly meetings for brand management team
- Executing brand promotions and event initiatives each week and evaluating performance

▪ **Skills:**

- Microsoft Office (Word, Excel, Outlook, PPT)

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- Trade, retail, wholesale software: Borlas TradeX, 1C.
- Verbal & written communications skills.
- Self-motivation and ability to take the initiative.
- Ability to work well under pressure.
- Punctuality and time keeping.
- Able to take on responsibility.
- Teamwork skills.
- Quick learner, keen to learn and improve skills.

▪ Language skills:

<i>Language</i>	<i>Reading</i>	<i>Writing</i>	<i>Speaking</i>
Azerbaijani	Mother tongue	Mother tongue	Mother Tongue
English	Advanced	Advanced	Advanced
Turkish	Advanced	Advanced	Advanced
Russian	Advanced	Intermediate	Advanced