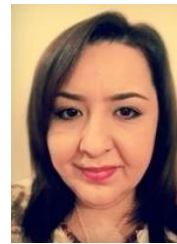


CURRICULUM VITAE



PERSONAL INFORMATION:

First name: Ayten
Middle name: Huseynaga
Surname: Ibragimova
Date of birth: July 26, 1979
Place of Birth: Baku, Azerbaijan
Marital status: Married
Phone number: 994 50 799-59-05 (mobile)
E-mail address: ayten.ibragimova@gmail.com

EDUCATION:

1985 - 1996 Secondary school № 229, Baku, Azerbaijan
1998 - 2003 Azerbaijan State Economic University
Subject: Finance and Credit (Bachelor degree)

WORK EXPERIENCE:

Sept.2015- Feb. 2016

IDEAL Company – Perfumery and cosmetics
Position: Head of Brand management Department

- Responsible for all brands in Ideal P&C portfolio (apx.140 brands).
- Management of brands portfolio.
- Making business plans for new brands in retail and distribution.
- Working on contracts and its signing.
- Planning and development of promotional activities for trade and consumers.
- Negotiations with suppliers, effective cooperation, conditions improvement.
- Budgets preparation (sell-in, sell-out, A&P, brands marketing, purchasing plans), its management and control.
- Lead and development of Brand management team.
- Brands authorization and locations in stores.
- Training new Brand management staff.
- Pricing of all products (wholesale, retail prices).
- Analyzing of competitors prices.
- Project management of Private Brand (Ideal Make Up).
- Reporting (sales and stock monthly reports, ranking reports to all partners).
- Business schedule for Brand Management and Logistics departments.
- Preparation and editing brands information (advertising, novelties and etc.) for Ideal magazine.
- Financial controlling (daily Cash-Flow, credit – debit notes confirmation).

Dec.2007- Feb. 2016

IDEAL Company – Perfumery and cosmetics
Position: Head of Logistics & Analytics Department

- Assess marketing potential of new and existing store locations, considering statistics.
- Supervising, motivating and monitoring team performance; allocating areas to sales executives; setting budgets/targets; liaising with other line managers; reporting back to senior managers.
- Maintaining detailed knowledge of the company's products or services.

- Identification of new business opportunities and the development of marketing strategies.
- Daily sales and analyst reports.
- Monitoring the quality, cost and efficiency of the movement and storage of goods.
- Coordinating and controlling the order cycle.
- Planning projects.
- External and internal logistics, Customs clearance, stock analyses.
- Budgets preparation (Transportation costs, Customs Clearance costs and additional costs for each shipment).

Dec.2000- Dec.2007

“ENGIN LTD” – an exclusive distributor of Procter & Gamble in Azerbaijan
Position: Sales Manager’s Assistant

- Compile monthly, annual Sales and Inventory reports.
- Analyses of sales history by sales channels and by brands.
- Warehouse control.
- IC database operating, including data, proceeding and input.
- Assist Sales Managers to make sales forecasts

Sept.2000 - Dec.2000

CEN-TELECOM
Position: Technical Assistance

Jul. 1999-Sept. 2000

Tacis Coordinating Unit - European Community
Position: Experts Assistance

- Document control, preparing and translation. Receptionist

Mar.1997-Jul.1999

Smart Design Company
Position: Sales Agent

Jul. 1996-Mar. 1997

Holiday club - Travel Company
Position: Receptionist, HR and Sales Agent

LANGUAGE SKILLS:

Russian - fluent
English - good
Azeri - good
Turkish - good

COMPUTER SKILLS:

- ◆ Microsoft Office professional user (Word, Excel, Access, Power Point and etc.), IC 7.7, IC 8(Accounting program), Logo (warehouse program), Apollo (sales and stock program), Mars (sales and stock program), Tradex (sales and stock program).
- ◆ Working with Network

SPECIAL SKILLS AND ABILITIES:

Easy contacts with the people, the ability to express my thoughts distinctively, accept decision independently, the formed feeling of belief with respect to my person, great interest to my work, competence, experience and presence of responsibilities on the basis of the given experience. I am responsible individual with extremely result-given, as well as enthusiastic and quick decision maker. I have strong organization, punctuality and time-management skills that allow me to succeed in numerous challengeable start-ups. I have outgoing personality, open-minded and always ready to work an extra mile and be a trouble-shooter, not a troublemaker.