




# GUNEL NABIVI

## Profile

Responsive team leader with strong background combined with motivational and encouraging style. Talented trainer, problem-solver and planner takes on routine and complex job functions to promote business success. Well-organized and proactive retail professional with good communication skills and positive attitude

 +994 55 871 3210

 gunel.marketing@gmail.com

 Baku city, Azerbaijan

## Education

**Swiss Montreux Business School**

**Bachelor of Business  
Administration**

2014 - 2017

**Music College (named after  
Asaf Zeynalli)**

**Music theory**  
2009-2013

## Expertise

Reporting

Branding

Analyzing

MANAGING



## Work Experience

### Rossmann Azerbaijan

#### Category Manager

**2025  
March**

-

**2024  
Oct**

- Manage supplier relationships
- Analysing market and sales data
- Demand forecasting
- Product price planning
- Assortment planning
- Promotion planning
- Analysing sales data & market

### Music Gallery Electronics

#### Retail Audit

**2024  
Oct**

-

**2024  
July**

- A look at your pricing strategy
- Assessing merchandise displays
- Item location
- Train and communicate with your staff

### Ineo Group

#### Chief Retail Manager

**2023  
-**

**2024**

- Supervised retail manager to ensure customer satisfaction and proper performance of duties
- Developed strategies for increasing sales and improving customer service
- Implemented new policies and procedures to improve efficiency.
- Act for sales figures regularly to determine staffing needs during peak times

#### Retail Manager

**2023  
-**

**2022**

- Managed daily operations of the store, including opening and closing procedures
- Hired, trained, mentored, and evaluated managers and sales staff on a regular basis
- Conducted inventory management activities such as receiving shipments and maintaining stock levels.

## Language

Azerbaijani- Native

English- Advance

Russian Conversational

Turkish- Advance

## Certificates

- Human Resources training for managers
- SAT Store Managements Course ( SAT GROUP)
- Sales Leadership course ( SAT GROUP) Anti-trafficking training ( Azerbaijan Children Union)
- Journalism trainings ( Organization of Irex – Dan Mason)
- CIVIL MATCH Platform -Training for cooperation with organizations from all over the world

## Inglot Cosmetics

### Brand Manager

2022  
-  
2021

- Conducted market research to identify target customer segments, preferences, and trends..
- Managed budgets for all marketing activities including advertising spend, events sponsorships and promotional giveaways
- Worked closely with customers to determine appropriate marketing offerings and strategies for business needs.
- Developed and implemented successful marketing strategies for a brand

## NBA Logistics

### Logistic Manager

2021  
Nov  
-  
2021  
Apr

- Developed and maintained relationships with vendors to ensure timely delivery of materials.
- Organized and managed the inventory of all incoming and outgoing shipments.
- Monitored freight costs to ensure compliance with company budget guidelines
- Ensured that all shipments met international regulations for customs clearance

## Zeta Group

### Brand Manager Assistant

2020  
-  
2019

- Conducted market research to identify target customer demographics and preferences
- Created promotional materials such as brochures, flyers, emails, and web content
- Managed relationships with suppliers to ensure timely delivery of products and services
- Collaborated with advertising agencies to create effective campaigns for each brand
- Assisted in developing annual budgets related to brand activities

## Best Brands Group

### Operations manager

2019  
-  
2017

- Developed and implemented operational procedures to ensure quality standards are met.
- Directed operations staff by providing guidance, training, and support in order to meet company objectives.
- Delegated work to staff, setting priorities and goals
- Prepared staff work schedules and assigned team members to specific duties
- Structured HR consulting services to support clients during organizational developments and changes
- Connected with clients and developed strategies to achieve sales and customer service goals