

CURRICULUM VITAE



Samir Ahmadov

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Personal information

Full name: Samir Ahmadov Malik

Nationality: Azerbaijanian

Date of Birth: 05.01.1983

Education

1989-1999 Baku, secondary school №283

2000-2004 The Baku State University; the faculty of Biology – Biologist

05-07/02/2008 Mercury – International Course of Marketing – Effective Sales Work Certificate

04-08/2015 NIMA (Netherlands Institute of Marketing) – European Qualification Framework Level - 4 (EQF) from European Marketing Confederation (EMCQ) - *Diploma of Marketing Practitioner*



11/2017-10/2018 *NIMA (Netherlands Institute of Marketing) – European Qualification Framework Level - 6 (EQF) from European Marketing Confederation (EMCQ) – Diploma of Consumer Marketing Manager*



2017 ALISON – Diploma in Marketing Management

29/11/2017 - Azercell Certificate «*New effective tools in Marketing*» by Candidate of Economic Sciences Igor Mann

Professional experience:

Proline Innovation Group (Kepro), Azadent (12/2022) – cosmetology, medical equipment and dental hygiene products

Position: *Commercial Director*

Job responsibilities:

Drawing up a sales and marketing plan. Control of their execution. Recruitment, coaching and development of staff. Develop relationships with opinion leaders. Organization of the company's participation in all significant events of the appropriate profile. Holding of various marketing events, campaign (price cut, bundle, testing, sampling and etc.) presentations, round tables, conferences, collaboration with bloggers etc. Analytical procedures (ROI, ROMI, ABC/XYZ, and etc.)! Organization of the training process for specialists. Forming a competitive analysis, conducting market analysis, payback tables, etc.

IDS Borjomi (04/2022-12/2022)

Position: *Trade marketing manager*

Job responsibilities:

Planning, development, coordination and implementation of a Trade Marketing (TM) strategy for the local market; development and implementation of TM campaigns; collaboration with a distributor; monitoring and analytics of the market, competitors' activity; making field visits: distribution control, development of commercial equipment and POS materials, tendering, compliance with presentation standards, planogram, placement of commercial and advertising equipment and POSm; analysis of the results and effectiveness of the promotions (ROI, ROMI, growth of sales), various other analyses (ABC/XYZ; Price index; PED etc.), timely reporting, etc

Az FP Co (Azerbaijan Food & Packaging Company) Milla (09/2021 – 04/2022)

Position: *Trade marketing manager*

Job responsibilities:

Allocation and management of the TM budget, preparation of trade offers, campaigns and promotions, individual offers, development and ordering of POS materials, retail audit, coordination of the implementation of agreements on contracts (terms of contracts) including shelf share, preparation of various reports and accounts (ROI, ROMI, ABC / XYZ, return percentage, growth of sales, price index, etc.), cooperation with the sales department, etc

Self-employed (Freelancer) (08/2020-09/2021) – performance of certain marketing works for the following companies: «**Profderma**» LLC (Skintechpharmagroup - cosmetology), «**Arikon**» Group of Companies (spices and seasonings), PKF «**Sibirskaya Belochka**» (confectionary) – retail audit, competitive analysis, photo report, document turnover, etc.

IDS Borjomi (05/2020 -08/2020)

Position: *Trade marketing manager*

Job responsibilities:

Participation in planning, development, approval and implementation of the Trade Marketing (TM) strategy for the local marketplace; development and implementation of TM campaigns; monitoring and analytics of the marketplace and as a consequence competitors; double field visits: control of distribution, development of commercial equipment and POS-materials, ensuring representation, placement of commercial and advertising equipment and POSm, planogram execution control; analysis of the results and effectiveness of promotions, timely reporting, etc

«Ванюшкины сладости» LLC (Russian confectionery factory) (01/05/2018 – 01/05/2020)

Position: *Regional Manager (Azerbaijan, Georgia)*

Job responsibilities:

Development of the company's business in the trusted territory, cooperation with the distributor team, field work, retail audit, participation in orders preparation, participation in negotiations with sales outlets and etc.

Pharma sector (2005-2018):

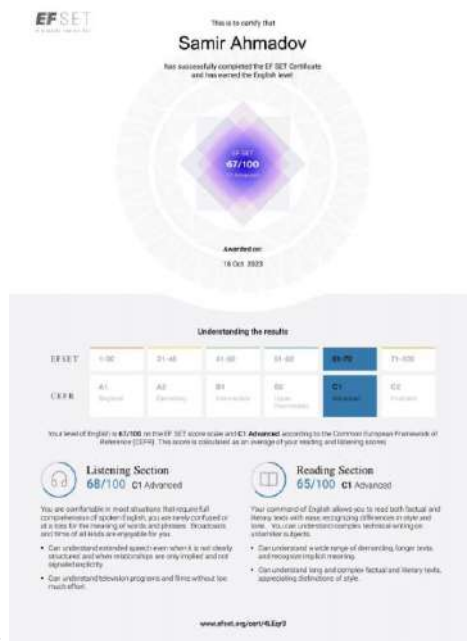
Work experience in various international pharmaceutical companies and representative offices. Promotion on the career ladder since 2005 till 2018 from a medical representative to the Head of the Representative Office.

Computer skills

Professional user of Microsoft Office (Word, Excel, Power Point), Internet

Language skills

Azerbaijani – native



English – upper intermediate

IELTS – 6 S-6; R-6; W-6; L-5 (04/2016)

Russian – native

Crucial skills

Marketing Management, Marketing Strategy, Sales, Brand Management, Benchmarking, Project Management, Organization skills, Customer Service, Strategic Planning, Pharmaceutical Sales, Product Management, Retail Audit and etc.

Additional information

I am actively interested in the latest developments in the field of marketing and modern techniques of sales and promotion. During my work experience I was repeatedly encouraged with certificates and prizes for high performance work. Furthermore, there are recommendations.