
Chichak Akbarova

Baku

(M) +994557240868 (E) cicek.akbarlii@gmail.com

Experience

08/2024 - Current

Avromed Company - Baku

Beauty Purchasing Specialist/Analyst

As a Beauty Category Analyst, I am responsible for analyzing a wide range of data to help drive the growth and profitability of our beauty product portfolio. I closely monitor sales performance, consumer behavior, and market trends to identify key opportunities and potential challenges within the category. My role involves working with cross-functional teams, including marketing, sales, and product development, to optimize product assortments, pricing strategies, and promotional activities.

I conduct thorough analysis of competitive landscapes, consumer preferences, and seasonal trends, providing actionable insights that support decision-making at every level. I track key performance indicators (KPIs) to measure the success of beauty products, making recommendations for improvements, new product launches, and marketing strategies to increase market share and consumer engagement.

In addition, I collaborate with the merchandising team to ensure that our beauty products are effectively positioned in-store and online. By combining data-driven insights with a deep understanding of the beauty industry, my goal is to help shape strategies that maximize the impact and profitability of our beauty category, ensuring it meets both consumer demands and business objectives.

04/2024 - 07/2024

Azerconnect LLC - Azerbaijan, Baku

Trade Marketing Specialist

- As a Trade Marketing Specialist, I focus on developing and executing marketing strategies that drive brand visibility and sales at the retail level. My role involves collaborating with sales teams, retailers, and external partners to design and implement promotional campaigns, point-of-sale materials, and trade events. I analyze market trends, consumer insights, and sales data to tailor initiatives that maximize product reach and profitability. My goal was to ensure that our brand is effectively represented in the marketplace and that our trade marketing efforts support overall business growth.

09/2023 - Current

RDC LLC - Azerbaijan, Baku

Event Supervisor

- Participation in global events and concerts. Control of sales points, cashiers and sales of products. Counting and sales of products are calculated and transferred to an accurate system. Direct and supervise employees engaged in sales, taking inventory, reconciling cash receipts, or in performing services for customers. Monitor sales activities to ensure that customers receive satisfactory service and quality goods. Inventory stock and reorder when necessary.

10/2022 - 04/2024

Bravo Azerbaijan Supermarket LLC - Azerbaijan, Baku

Commercial and Trade Marketing Data Analyst

- As a Commercial Data and Trade Marketing Analyst, I focus on analyzing sales, market, and customer data to provide insights that drive business strategy and improve performance. I work closely with both commercial and marketing teams to evaluate trade marketing campaigns, monitor key metrics, and identify trends that inform decision-making. My role involves gathering and analyzing data to optimize pricing, promotions, and product distribution strategies. By turning data into actionable insights, I help improve business outcomes and ensure that marketing efforts are aligned with commercial objectives

06/2021 - 10/2022

Bravo Azerbaijan Supermarket LLC - Azerbaijan, Baku
Commercial/Technical Support

- As a Commercial Support specialist, I provide key assistance to our sales and business development teams by ensuring smooth operations across various commercial activities. My responsibilities include managing client communications, preparing sales materials, coordinating contracts, and tracking performance metrics. I also support pricing analysis, handle administrative tasks, and help streamline processes to improve efficiency. By working closely with different departments, I play a crucial role in enabling business growth and enhancing customer satisfaction.

Software Skills

- MS Excell
- MS Power point
- MS Office
- Power BI
- Qlik View
- 1C
- Gold
- SQL

Skills

- | | |
|---------------------------|---------------------------|
| • Meeting planning | • Market Analysis |
| • Sales expertise | • Special events planning |
| • Post-event Analysis | • Business Growth |
| • Business Administration | • Project Management |
| • Database Management | |

Certifications

- Certified Oracle Database SQL-2023

Languages

Azerbaijani: First Language

English: C1
Advanced

Russian: B2
Upper Intermediate

Education

06/2023

Azerbaijan Technical University - Baku, Azerbaijan
Bachelor of Science: Computer Engineering