




FARIZ ISMAYILOV

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EDUCATION

Baku State University /1998-2003
Arabic philologist

UNEC / 2003-2006
Finance

SKILLS

Social Media Marketing

Google AdWords

Strategic Planning

Market Research

Marketing Communications

Branding

Communication Skills

Planning Skills

Analytica

RESUME SUMMARY

PROFESSIONAL EXPERIENCE

December 2018 - Present

AZGRANATA LLC

Head of Marketing Department

- Plan and execute a marketing strategy for the organization and for new and existing products or services
- Develop a brand strategy, Oversee the implementation of the marketing strategy
- Set and administer an annual marketing budget
- Create and manage a calendar of events such as webinars, conferences and thought leadership contributions
- Guide the day-to-day activities of the marketing team and marketing manager
- Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan if necessary
- Provide tools and materials to enable the sales team to function effectively
- Manage and refine the organization's social media presence
- Manage and measure marketing campaign costs
- Report on the effectiveness of marketing campaigns using pre-determined KPIs
- Utilize data for marketing campaigns, interrogating the organization's databases and external data
- Identify new business opportunities
- Conduct market research studies
- Negotiate with media agencies and secure agreements on the production of promotional materials

May 2013 – November 2018

Modern Group of Companies LLC

Marketing Manager

- Analysing market trends and preparing forecasts.
- Increasing brand awareness and market share.
- Coordinating marketing strategies with the sales and financial departments.
- Developing and managing the marketing department's budget.
- Overseeing branding, advertising, and promotional campaigns.
- Managing the marketing department's staff.