



SEVINJ ABBASOVA

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PERSONAL AND BUSINESS QUALITIES

Ability to build effective communications, systematic approach to solving problems, ability to work in stressful situations and meet tight deadlines, high organizational skills, responsibility, sense of duty, striving for continuous professional growth and achievements.

I am involved by government agencies as an independent expert in market research.

SKILLS

◆ Marketing Research	◆ Event organization	◆ Business Development
◆ Marketing Communications	◆ Media Relations	◆ Business Strategy
◆ Marketing Strategy	◆ Public Relations	◆ Strategic Planning
◆ Social Media Marketing	◆ Advertising	◆ Strategic Communications
◆ Digital Marketing	◆ Management	◆ Business Planning
◆ Product Marketing	◆ Product Development	◆ Sales Management
◆ Market Analysis	◆ Brand Management	◆ Sales
◆ Competitive Analysis		

PROFESSIONAL EXPERIENCE



Autocapital-Azerbaijan LLC, General Distributor of Mercedes-Benz in Azerbaijan
Head of Marketing Department, 2014 to present

- ◆ Solving issues of daily activities of the marketing, advertising and public relations department;

- ◆ Development and implementation of marketing policy based on the analysis of consumer properties of products and services, forecasting consumer demand and market conditions;
- ◆ Development of mechanisms for marketing events, advertising and public relations;
- ◆ Participation in forecasting the automotive market and in determining the planned indicators of car sales, development of plans for the promotion of cars on the market;
- ◆ Organization of timely preparation of reports, preparation of official and informational letters to the dealer network, performance of functional duties of the head of the marketing, advertising and public relations department, ensuring control over the performance of tasks and functions of the department;
- ◆ Participation in the organization of advertising activities, coordination of general advertising and information activities and dealer enterprises on cooperation with the media, providing advice on the use of advertising materials, monitoring compliance with requirements for dealers on marketing, advertising and public relations;
- ◆ Systematic study of the macro- and microenvironment, changes in legislation, the state of automobile markets in other states, advertising and marketing activities of competitors in the market, the situation in a competitive environment, application of measures to improve research methods and analytics of the macro and microeconomic environment;
- ◆ Ensuring control of compliance of advertising products with the requirements and standards for advertising of the Daimler Corporation;
- ◆ Company's website administration, control and preparation of materials for posting on the Internet;
- ◆ Providing development and planning of information (PR) campaigns, participation in the planning of advertising campaigns;
- ◆ Organization of events for the media: press conferences, briefings, presentations, round tables, etc. events and promotions of an informational and promotional nature held with the participation of media representatives, including providing their comprehensive and organizational support - solving issues of determining the venue of the event, technical support;
- ◆ Coordination with the customer (dealer enterprises) and with the contractor (enterprises for the production and provision of advertising services) layouts, images, projects, programs of public events, etc.; monitoring compliance with the budget for advertising activity and compliance of the services performed with the agreed layouts, images, projects, programs of public events, etc.;
- ◆ Participation in the preparation of information and analytical materials for internal use; planning of general advertising activity for the current year; preparation of an analysis report of an advertising/ PR campaign (monthly, annually); preparation of an Internet site traffic report (weekly);
- ◆ Preparation of business plans for management, monthly analytical reports, briefings for advertising campaigns, development of marketing and advertising policy at the enterprise based on the analysis of consumer demand for products and services, development and maintenance of loyalty and sales promotion programs;
- ◆ Determining and summarizing the results of the work of the marketing, advertising and public relations department in terms of the sale of cars, etc.



Information and Analytical Agency “Fineko”/www.abc.az – BAKU, AZERBAIJAN

PR Director, from July 2014 to December 2014

- ♦ Participation in the development of the company's PR strategy;
- ♦ Development of PR campaigns and individual promotions. Preparation of PR strategies and commercial proposals for a large number of companies from various industries: IT and telecommunications, finance and real estate;
- ♦ Organization and conduct of promotions;
- ♦ Participation in exhibitions and other events;
- ♦ Development of printing products and advertising materials (booklets, catalogs, leaflets, etc.).



TREND IIA – BAKU, AZERBAIJAN

Head of Sales Department, from September 2010 to June 2014

- ♦ Developing a strategy for finding and evaluating new customers;
- ♦ Assistance in establishing relationships with new clients;
- ♦ Sales representatives training;
- ♦ Informing the company about the market situation;
- ♦ Maintaining discipline;
- ♦ Monitoring compliance with official duties;
- ♦ Setting goals;
- ♦ Control of results;
- ♦ Analysis and conduct of marketing research;
- ♦ Analysis and planning of promotional events;
- ♦ Development of PR projects: writing and issuing press releases, news texts, interviews.

MiniMax Company (Consulting & Business magazine)

PR manager of the magazine, from December 2008 to January 2010

- ♦ Brand promotion;
- ♦ Attracting target audience;
- ♦ Writing, editing, approval and placement of advertising articles;
- ♦ Preparation of presentations and proposals;
- ♦ Participation in the preparation and implementation of projects to represent the company in various events (conferences, exhibitions, seminars, sponsorship projects, etc.);
- ♦ Attracting investors for the magazine.

Khazar Tel LLC (IT Company)

CEO, from August 2005 to September 2008

Azerbaijan Data Network CJSC (Internet Provider)

Director, Marketing, PR and advertising manager of “Scissors” – the first Web studio in Azerbaijan, from March 2001 to August 2005

EDUCATION

Higher Education, BAU, International Economic Relations.

OF NOTE

Language skills:

- ♦ **Azerbaijani**–native, **Russian** – native, **Turkish** – upper intermediate, **English** – upper intermediate
- ♦ **Driver license** – B
- ♦ Analytical mentality, responsibility, flexibility in decision-making, continuous increase of skill level

ACHIEVEMENTS

Sevinj Abbasova

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MEDIA: ARTICLES, INTERVIEWS, ETC.

<https://haqqin.az/news/219723>

<https://qafqazinfo.az/news/detail/gundelik-heyatda-biz-artiq-reqemsal-unsiiyyet-kanallari-suni-zeka-ile-qarsilasiriq-335108>

https://azertag.az/ru/xeber/K_marketingu_na_shpilkah-1244412

<https://qafqazinfo.az/news/detail/dikdaban-ayaqqabilarla-marketinge-dogru-243521>

<https://lady.day.az/news/guests/1073589.html>

<https://news.milli.az/society/713556.html>

[https://azertag.az/xeber/Shes Mercedes Uch sefeq isaresi altinda individuellig-1225524](https://azertag.az/xeber/Shes_Mercedes_Uch_sefeq_isaresi_altinda_individualliq-1225524)

<https://lady.day.az/news/guests/999952.html>

PROJECTS

She's Mercedes:

She's Mercedes is the embodiment of this idea: a vibrant place where women can connect and exchange ideas, share experiences and learn from one another; a forum for stimulating discussion, offering new perspectives, and supporting ambitions. Our aim with She's Mercedes is to set women in motion, to facilitate networking between them and to enable them to develop their full potential. At the same time, we hope to learn from them and to find out more about their understanding of mobility.

She's Mercedes was first introduced in the republic and immediately interested the female audience, which has already proved its leading role in economic life.

<https://www.facebook.com/MercedesBenzAzerbaijan/videos/440907306761912/>

Mercedes-Trophy:

The MercedesTrophy is an exclusive international invitation tournament series for Mercedes-Benz customers and potential customers who are golf enthusiasts. Every year more than 60,000 golfers in over 60 countries tee off for the MercedesTrophy.

The Mercedes-Trophy golf tournament has generally become sensational at the European level. The team from Azerbaijan won the 2019 MercedesTrophy CEE & Africa Final, which elicited enthusiastic approval from the German office.

<https://www.facebook.com/MercedesBenzAzerbaijan/videos/1464282107046585/>

Mercedes-Benz Fashion Week:

It allowed to attract attention to Azerbaijani designers, opening up wide opportunities for them abroad of the republic.

<https://www.facebook.com/watch/?v=1715395551804268>

EVENTS

My track record includes 80 events held directly under my leadership. Below I indicate some of them:

<https://www.facebook.com/MercedesBenzAzerbaijan/videos/427740414595375/>

<https://www.facebook.com/MercedesBenzAzerbaijan/videos/319575248710004/>

<https://www.facebook.com/watch/?v=571386013304369>

<https://www.facebook.com/MercedesBenzAzerbaijan/videos/440907306761912/>

<https://www.facebook.com/watch/?v=2047862421912872>

<https://www.facebook.com/watch/?v=1518163618194130>

<https://www.facebook.com/watch/?v=1113774891966340>

<https://www.facebook.com/watch/?v=2003586039651883>

<https://www.facebook.com/watch/?v=1799662880044201>

<https://www.facebook.com/watch/?v=1299617930048701>
<https://www.facebook.com/watch/?v=1292255524118275>
<https://www.facebook.com/watch/?v=1232613030082525>
<https://www.facebook.com/watch/?v=1247536965256798>
<https://www.facebook.com/watch/?v=1123639407646555>
<https://www.facebook.com/watch/?v=1120572414619921>
<https://www.facebook.com/watch/?v=1121079834569179>
<https://www.facebook.com/watch/?v=690506067971799>
<https://www.facebook.com/watch/?v=1795499740460515>
<https://www.facebook.com/watch/?v=1413072115369948>