

## PERSONAL INFORMATION

Name	<b>Mariya Ahmadova</b>
Address	Akim Abbasov str. 12
Telephone	(+99450) 9883221
E-mail	Mariya.ahmadova@gmail.com
Nationality	Azerbaijani
Date of birth	27 June, 1985

## WORK EXPERIENCE

Dates	November, 2018 – 2024
Name and address of employer	Herbalife/Filuet
Type of business or sector	FMCG/Marketing/Sales
Occupation or position held	Marketing manager
Main activities and responsibilities	<ul style="list-style-type: none"><li>• Developing annual marketing plans to help the company meet revenue and performance objectives</li><li>• Brand marketing – developing and executing creative brand strategies to drive brand engagement and awareness in key target audiences' markets</li><li>• Budget Management – Working with finance partners, managing and forecasting marketing spend ; developing expense and ROI analysis on marketing activities and adjusting strategy accordingly</li><li>• Events planning and coordination according to annual strategy</li><li>• Execution of ATL/BTL activities</li><li>• Maintained good relationships with clients and assisted in selling educational services.</li><li>• Development of artworks for brands on a regular basis</li><li>• Providing regular brand tracking information to monitor market performance, brand performance against KPI's, budget tracking</li></ul>
Dates	May, 2008 – 2018
Name and address of employer	Bakcell
Type of business or sector	Communication/Mobile operator GSM Standard
Occupation or position held	Service agent/Front desk employee
Main activities and responsibilities	<ul style="list-style-type: none"><li>• Provision of potential and existing customers with information about the company, the services provided under the contract for services</li><li>• Informing existing customers of the account balance, the rules of rating services</li><li>• Sale of mobile Sim-Cards/Balances/Internet services/etc.</li><li>• Work with advertising products.</li><li>• Create further interest in the company's services by inviting customers to use all services and products offered</li><li>• Update databases with changes and status of each customer or prospective customer</li></ul>
Dates	February, 2006-2008
Name and address of employer	Lineadecor
Type of business or sector	Sales/Marketing/Furniture design
Occupation or position held	Head office manager

Main activities and responsibilities

- Writing reports to direction staff
- Supervising the work of clerical and secretarial staff
- Organizing the recruitment of new staff
- Budget development and implementation
- Liaising with senior managers to ensure that staff in the division have appropriate information technology equipment
- Managing a range of budgets including accommodation, health & safety for company
- Plan, consult and manage office moves for the division and other units within the department
- Administer payroll processing, including monitor and tracking staff time reporting
- Manage office supply, equipment (fixed assets) and inventory
- Maintain and update employee benefits and related support, including health care, life and retirement benefit information
- Coordinate and lead general office communications
- Assist Finance and Administrative team with general and year end processing

## EDUCATION AND TRAINING

Dates (from – to)	2001-2006
Institute/ University/ School	Baku Slavic University
Degree	Bachelor's Degree
Discipline/ Faculty	Faculty of Philology of Foreign Languages and Foreign Literature
Title of qualification awarded	Diploma of Higher Education

## PERSONAL SKILLS AND COMPETENCES

Languages	<b>AZERBAIJANI</b>	<b>RUSSIAN</b>	<b>ENGLISH</b>
Reading skills	Excellent	Excellent	Upper intermediate
Writing skills	Excellent	Excellent	Upper intermediate
Verbal skills	Excellent	Excellent	Upper intermediate
Organizational skills and competences	Strong organizational, file management skills along with ability to multitask Excellent oral and written communication skills Ability to manage and maintain confidential information Ability to work effectively in a team work environment		
Technical skills and competences	MS Office all Versions ; Adobe Photoshop 5-9 CS Versions ; Autocad		