



AYSEL HUSEYNOVA

MARKETING & COMMUNICATIONS ENTHUSIAST | 10+ **YEARS OF EXPERIENCE** IN FASHION AND TECH CREATIVE SOLUTIONS.
CREATED THE BIGGEST EMERGING FASHION DESIGNERS PLATFORM THAT REVEALED 250+ SUCCESSFUL INDUSTRY PROFESSIONALS.
ENTHUSIASM DRIVEN **(TECH)PRENEUR** WITH EXTENSIVE EXPERIENCE IN PUBLIC RELATIONS AND MARKETING STRATEGY. FOCUSING AT
THE INTERSECTION OF **MARKETING AND PRODUCT DEVELOPMENT** BY MAINLY SPECIALIZING IN PR AND COMMUNICATION, **PARTNERSHIPS**
INTEGRATION. ABILITY TO UNDERSTAND A **FULL BUSINESS CIRCLE**, FROM ENGINEERING, DESIGN, DATA ANALYTICS, OPERATIONS TO
MARKETING, **CUSTOMER INSIGHTS** AND EXECUTING GROWTH INITIATIVES THAT WILL LEAD TO AN **EFFECTIVE REVENUE FUNNEL** .

EDUCATION

UNIVERSITY OF WORLD ECONOMICS & INFORMATIZATION

MARKETING & PR, BA | 2014-2017

ACADEMY OF FINE ARTS BAKU, AZERBAIJAN

GRAPHIC DESIGN, BA | 2009-2013

LANGUAGES

English | Fluent

Russian | Native

Azerbaijani | Native

Turkish | Fluent

SKILLS

Energizing level of enthusiasm

Out of The Box Mindset

Relationship-building skills

Creativity

Communication & Negotiation

Critical Thinking

Crisis Management

CONTACT

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WORK EXPERIENCE

PHUBBER, Luxury Resale Platform

Georgia, Tbilisi - Baku, Azerbaijan

COUNTRY MANAGER / 2023 - till present

MFR CONSULTING

Baku, Azerbaijan

EXECUTIVE DIRECTOR / 2017-present

Projects Developed within MFR CONSULTING:

VISA PAY CITY - 2021 - till present (www.visapaycity.az)

Official Launch agency of ApplePay in Azerbaijan.

Partnering directly with Apple & VISA Inc.

DIGITAL FOOD FEST 2020 - 2022 (www.digitalfoodfest.az)

e-product by partnering with Wolt & Coca-Cola

BAKU STREET FOOD FESTIVAL - 2016-2019

Co-Organizer of the biggest street food festivals in Baku

AKIVA METAVERSE

California, USA

MARKETING CONSULTANT / CONTRACT BASED / REMOTE

May 2021- April 2022

- Market analysis and strategy planning
- Social Media strategy planning
- Public Relations & Bloggers communication

GAMING LEAGUE AZERBAIJAN

Baku, Azerbaijan

MARKETING MANAGER / Sept. 2021- Sept. 2022

- Market analysis and strategy planning
- Product Development
- Marketing Roadmap Planning&Execution

ADDITIONAL TECHNICAL SKILLS

Microsoft Office

Google Suite (Docs, Sheets, Slides, Drive)

Pipedrive

Trello

Slack

Photoshop / Adobe Illustrator / Corel Draw

AZERBAIJAN FASHION DESIGNERS ASSOCIATION

Baku, Azerbaijan

FOUNDER | 2018-2023

- Created the Designers Board
- Created new products for the Association
- Created the network within designers and industry professionals
- Events Development

Events organized within the Association:

October 2018 - AFDA Press conference / AFDA Launch

February 2019 - Azerbaijani Designers Pop-up in London

March 2019 - Azerbaijani Designers Pop-Up in Baku

May 2019 - Baku Fashion Expo Tribute to Gianni Versace

November 2019 - Baku Fashion Expo Midseason 2019

June 2022 - Baku Fashion Expo AFFFAIR fashion Show

UEFA EURO2020

Baku, Azerbaijan

VIP AREA MANAGER / 2021

EKM GC GmbH

Germany

BUSINESS DEVELOPMENT DIRECTOR 2017 - 2020

EKM Global Consulting GmbH is a Germany based company offering a number of tech-solutions related to business innovations:

- Virtual Reality Concepts for Health and Variety of Businesses
- Augmented Reality Concepts for Variety of Businesses
- Immersive Scanning Systems
- Entertainment VR & AR Solutions
- 360 Degree Photo & Video Content Creation

MERCEDES-BENZ FASHION WEEK BAKU

Baku, Azerbaijan

HEAD OF COMMUNICATIONS / 2016-2017

AZERBAIJAN FASHION WEEK

Baku, Azerbaijan

ART DIRECTOR / 2015-2016

L'OFFICIEL AZERBAIJAN

Baku, Azerbaijan

ART DIRECTOR / 2015

247RAARE.COM

Baku, Azerbaijan

CO-FOUNDER&CREATIVE DIRECTOR / 2015-2017

ROCKET INTERNET GMBH

Baku, Azerbaijan

MARKETING MANAGER / 2015-2016