SAIDA MURTAZALI

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Skills

- Frontend | Backend | Full-Stack | Digital Marketing
- HTML | CSS | Ruby on Rails | Ruby | JavaScript ES6 | React | Ajax | Stimulus JS | Tailwind CSS | Bootstrap | PostgreSQL | git | GitHub | OOP | MVC | RESTful APIs | Figma | Heroku | Digital Ocean | Netlify | Cloudinary | Mapbox | UX/UI
- Google Ads | Google Analytics 4 | SEO | SEM | PPC | Mailchimp | CMS | cPanel | WordPress (themes, page builders, plugins) | SEMrush | CRM | Salesforce | Zapier | Canva | Hootsuite | Adobe Photoshop | CorelDRAW
- English (fluent), Azerbaijani (native), Russian (native), Japanese (intermediate), Turkish (intermediate)

Experience

Freelance Full - Stack Developer   **01/2023 - Current**

- Tech Stack: Ruby, Ruby on Rails, JavaScript, React, HTML, CSS & SASS, PostgreSQL, Tailwind CSS, Bootstrap, JavaScript, GitHub.

Head of Marketing   **Shahdag Mountain Resort**   **10/2021 - 09/2022**

- Maximized direct bookings by 294% compared to the previous year by integrating the booking engine into social network accounts, and offering seasonal promotions - as a result, lowered the commissions to third-party OTAs.
- Led a successful marketing campaign for a new resort activity and ensured its timely launch; created a viral video that led to a sales increase of the new product over one quarter.
- Contributed to a 12% increase in sales of winter activities through an offline campaign with UTM tracking.
- Increased the organic reach of the social media channels by creating unique content without expanding the monthly budget.

Digital Marketing & Brand Executive   **Chenot Palace**   **02/2016 - 10/2021**

- Development and delivery of the annual marketing plan and digital marketing strategy.
- Content management of the website through CMS in 3 languages.
- Managed creative campaigns (SM; Display; SEM: CPC - €0.20) and optimised website traffic with positive post-click metrics (bounce rate < 40%, time spend > 1 min).
- Conducted email campaigns and promotions for events - as a result, achieved sales uplift of up to 45%.
- Optimised social media content - redesigned branded templates, introduced grid layout and eye-catching visuals.
- Implemented audience segmentation strategy in email campaigns which helped to improve the open rate by 10%.
- Owned the external agencies' relationships – PR, SEO, creative; managed budgets, allocated and optimised spend across tactics to maximize content effectiveness.
- Reduced annual marketing spend of €1500 by changing the email marketing platform.
- Arranged over 100 press and influencer trips, and negotiated influencer contracts for all collaborations.
- Managed a cross-functional team working toward production of 52 marketing collaterals.

Education

Computer Programming   **Le Wagon London**   **2022**

Full-time intensive coding bootcamp learning HTML, CSS, Bootstrap, JavaScript ES6, SQL, git, GitHub, Heroku and Ruby on Rails.

MSc in Tourism, Heritage & Development   **University of Glasgow**   **2013 - 2014**

Practical Japanese Study Program   **Gunma University**   **2010 - 2011**

BSc in Regional Studies of Japan   **Baku State University**   **2007 - 2012**

SCHOLARSHIPS: - Scholarship within the "State Program on Education of Azerbaijani Youth Abroad"   **2013**
          "JASSO International Student Scholarship"   **2010**

Key Projects

- **Devit-Studio (demo-project):** A website of the web development agency.
Tech Stack: React, Tailwind CSS, Email JS, GitHub, Netlify **(2023)**
- **Re:readr (for the best experience, access it from your smartphone):** Swap books you've finished reading for ones you're interested in.
Tech Stack: Ruby on Rails, HTML, CSS & SASS, Bootstrap, JavaScript, Google Books API, Stimulus, PostgreSQL, GitHub, Heroku **(2022)**
- **Fluffy Friend:** Borrow a pet from someone if you're unable to commit to full-time pet ownership.
Tech Stack: Ruby on Rails, HTML, CSS & SASS, Bootstrap, JavaScript, Stimulus, PostgreSQL, GitHub, Heroku **(2022)**