

SAIDA MURTAZALI

FULL - STACK DEVELOPER



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PERSONAL PROFILE

Highly motivated and detail-oriented bootcamp graduate with a background in full stack web development. Proficient in JavaScript and Ruby on Rails, I am passionate about staying current with the latest development tools and techniques. Strong collaborator and team player, but also able to work independently and drive projects forward. Possessing 5+ years of experience in marketing, I bring a transferable skill set to the table.

EDUCATION

Web Development Bootcamp - Le Wagon London, UK	Oct 2022 - Dec 2022
Tourism, Heritage & Development, MSc - University of Glasgow, UK	2013 - 2014
Regional Studies of Japan, BSc - Baku State University, Azerbaijan	2007 - 2012
Practical Japanese Study Program - Gunma University, Japan	2010 - 2011

KEY PROJECTS

Re:readr

A platform to swap books and read them sustainably.

Fluffy Friend

A platform to borrow a pet if you can't commit to a pet full-time. Airbnb-style project.

WORK EXPERIENCE

Head of Marketing

2021 - 2022

Shahdag Mountain Resort

- 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

2016 - 2021

Chenot Palace

- 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.

SKILLS

Programming: HTML, CSS, Bootstrap, JavaScript ES6, Ajax, Stimulus JS, SQL, git, GitHub, Ruby on Rails, Figma, Heroku, Cloudinary, Mapbox.
Product mindset, UX/UI basics, collaboration workflows with git/Github.

Marketing: Digital Marketing, Google Ads, Google Analytics 4, SEM, PPC, Mailchimp, CRM, CMS, SEMrush, Zapier, Canva, Adobe Photoshop.

LANGUAGES

English: fluent, **Russian:** native, **Azerbaijani:** native, **Japanese:** intermediate, **Turkish:** intermediate.