

# SAIDA MURTAZALI

## FULL - STACK DEVELOPER

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## PERSONAL PROFILE

Highly motivated graduate of Le Wagon bootcamp with a background in full-stack web development. Proficient in JavaScript and Ruby on Rails, I am dedicated to keeping up-to-date with the latest development tools and techniques. Skilled at working collaboratively as well as independently. Former Marketing professional with 5+ years of experience, excited to bring my skills together to create meaningful and impactful products.

## SKILLS

**Programming:** HTML, CSS, Ruby on Rails, Bootstrap, JavaScript ES6, Ajax, Stimulus JS, SQL, git, GitHub, OOP, MVC, Figma, Heroku, Cloudinary, Mapbox. Product mindset, UX/UI.

**Marketing:** Digital Marketing, Google Ads, Google Analytics 4, SEM, PPC, Mailchimp, CRM, CMS, cPanel, Wordpress, SEMrush, Salesforce, Zapier, Canva, Adobe Photoshop, CorelDRAW.

## EDUCATION

Web Development Bootcamp - Le Wagon London, UK	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

## WORK EXPERIENCE

*Full - Stack Developer* 2022

Projects:

- **Re:readr** - Tech Stack: Ruby on Rails, HTML, CSS & SASS, Bootstrap, JavaScript, Stimulus, Google Books API, GitHub, Heroku.
- **Fluffy Friend** - Tech Stack: Ruby on Rails, HTML, CSS & SASS, Bootstrap, JavaScript, Stimulus, GitHub, Heroku.

*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.

## LANGUAGES

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