

# SAIDA MURTAZALI

[in LinkedIn](#) | [994557101792](tel:994557101792) | [saidamurtazali.com](http://saidamurtazali.com) | [murtazalisaida@gmail.com](mailto:murtazalisaida@gmail.com) | [GitHub](#)

## 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: JavaScript, React, Ruby, Ruby on Rails, 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.
- 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"  
"JASSO International Student Scholarship"

2013

2010

## Key Projects

- **Devit-Studio (demo-project):** A website of the web development agency.  
Tech Stack: React, Tailwind CSS, Email JS, ThreeJS, Framer Motion, SASS, Fort Awesome, 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)