

Saida Murtazali

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Growth Marketer with 7+ years of experience driving digital strategy, analytics, and conversion optimization. Proven track record of scaling direct bookings, reducing support costs through automation, and implementing technical marketing solutions. Hands-on with martech - spanning analytics, user behavior tracking, and data visualization to build data infrastructure, uncover insights, and translate them into measurable growth.

Experience

Digital Marketing Manager

Shahdag Mountain Resort (B2C) · Remote | 10/2021 - Present

- Maximized direct bookings by 294% by integrating booking engine into social platforms and launching data-driven seasonal campaigns, significantly reducing OTA commission costs.
- Expanded booking engine to all hotels through ROI-driven case and vendor negotiation, lowering commission costs.
- Developed AI-powered chatbot flow reducing customer support workload by 30% while growing user database.
- Led a full-cycle campaign for a new resort activity, including concept, content, and a viral promo video, boosting product sales in one quarter.
- Increased winter activity sales by 12% (~€8K) through integrated offline campaigns, real-time event activations, and livestream promotions with UTM tracking that converted audiences into bookings.
- Implemented custom event tracking in Google Tag Manager to monitor conversions on key actions (booking, subscription, etc.), providing more accurate funnel data in GA4.
- Coordinating the go-to-market for the revamped website with cross-functional teams, ensuring product readiness through feature testing, bug identification, and UX enhancements.
- Conducted Hotjar heatmaps and session recordings to analyze user behavior, generating insights that informed the design of the resort's new website.
- Resolving issues of the existing website, optimizing SEO, and implementing usability improvements to boost engagement.
- Managing communication with the agency running paid media, aligning on the content strategy and campaign KPIs.
- Owning the CMS, managing content in 3 languages.

Marketing Consultant (Contract)

ROLZO (SaaS, B2B) · London | 09/2023 - 12/2023

- Developed B2B strategy plan with a consistent flow of high-quality content leading to increased brand visibility and audience engagement.
- Designed eye-catching visuals for social media, enhancing engagement.
- Set up onboarding email automation with sequenced newsletters every 2 - 3 days to boost lead conversion.
- Implemented a cost-efficient CRM integration using Pipedrive, Mailchimp, and Outfunnel - leveraging tags to streamline audience segmentation and eliminate duplicate contact charges.
- Created a series of whitepapers for the brand, blog posts improving SEO performance and newsletters.

Marketing Coordinator (Pre-opening) -> Digital Marketing & Brand Executive

Chenot Palace (B2C, B2B) · Baku / Gabala | 02/2016 - 10/2021

- Led GTM strategy for the pre-opening of a luxury wellness hotel, building brand identity from scratch and ensuring consistency across all digital touchpoints.
- Directed cross-channel presence (social media, website, meta search) and produced 50+ launch assets in collaboration with design, marketing, and operations teams.
- Developed and delivered annual marketing and digital strategies, managing budgets to optimise spend across campaigns.
- Oversaw multilingual website CMS and executed creative campaigns (Social Media, Display, SEM: CPC €0.20) with improved post-click metrics (bounce rate < 40%, time > 1 min).
- Launched segmented email campaigns that lifted open rates by 15% and increased event sales by 45%.
- Enhanced social media branding with new templates, grid layout, and visuals.
- Reduced annual spend by €1,500 through vendor renegotiations and switching platforms.
- Coordinated 100+ press and influencer trips, negotiating collaboration contracts and securing media coverage.

Side projects

Web & Growth

Delirious Eyewear (eCommerce, D2C) · Remote | 05/2025 - Present

- Built and optimized eCommerce and blog pages (Next.js, Shopify GraphQL) with technical SEO improvements (JSON-LD,

meta data, cross-linking).

- Supporting early-stage Web3 planning, including tokenization and investor readiness strategy.

Co-founder

Rakoon.fun (Web3, Fintech) · Remote | 09/2024 - Present

- Building the frontend using React, TypeScript, Redux, and Tailwind CSS by translating designs from Figma.
- Assisting in product marketing, frontend initiatives and community building on Telegram and X (Twitter), engaging crypto users and growing awareness.

Education

Web Development Bootcamp - Le Wagon London | 2022

MSc in Tourism - University of Glasgow | 2013 - 2014

BSc in Regional Studies - Baku State University | 2007 - 2012

Skills

- Marketing & Product: CRO, CRM (Salesforce, Pipedrive, HubSpot), Email (Mailchimp, MailerLite, Sendpulse), Automation (Zapier, ManyChat), CMS (WordPress, Shopify), Analytics (GA4, Looker Studio, Google Tag Manager, Hotjar), SEO (Semrush), SEM, Google Ads, LinkedIn Ads, Content creation, Landing pages, Canva
- Tech skills: React, Next.js, Typescript, JavaScript, JSON-LD, HTML, CSS, Figma, UX, Agile (Scrum, Kanban)

Languages

English (fluent), Russian (native), Azerbaijani (native), Japanese (intermediate), Turkish (intermediate)

Achievements

- "The Launch Booster" and "The MVP Booster" grants for Rakoon.fun project (2024-2025)
- 5th place, ECB Barcelona Hackathon (2024) - Best implementation of Scaffold-ETH 2, ETH London Hackathon (2023)
- 4 bounties, ETH Global Hackathon (2024)
- "State Program on Education of Azerbaijani Youth Abroad" scholarship (2013)
- JASSO International Student scholarship (2010)