Saida Murtazali

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Product & Growth Marketer with 7+ years driving digital strategy and conversion rate optimization (CRO). Proven record of scaling direct bookings, reducing support costs through automation, and building technical marketing solutions in fast-paced product environments.

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.
• Delivered 12% increase in winter activity sales through integrated offline campaigns with UTM tracking and real-time event coordination/livestreaming.
• Coordinating the go-to-market for the revamped website with cross-functional teams, ensuring product readiness through feature testing, bug identification, and UX enhancements.
• 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

• Developing pages, content and optimizing technical and on/off-page SEO strategies.
• Integrating eCommerce data via GraphQL from Shopify to support dynamic content and product rendering.
• 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
BCs in Regional Studies - Baku State University | 2007 - 2012

Skills_____

• Marketing & Product: SEO, SEM, GA4, Google Ads, CRM (Salesforce, Pipedrive, HubSpot), Email (Mailchimp, MailerLite, Sendpulse), Automation (Zapier, ManyChat), CMS (WordPress, Shopify, Strapi), Content creation, Landing pages, Canva
• Tech skills: React, Next.js, Typescript, JavaScript, 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)