

SAIDA MURTAZALI

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

Skills

- Frontend | Backend | Full-Stack | Digital Marketing
- HTML | CSS | Ruby on Rails | Ruby | JavaScript ES6 | Three.js | 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 | Pipedrive | cPanel | WordPress (themes, page builders, plugins) | SEMrush | CRM | Salesforce | Outfunnel | Zapier | Canva | Hootsuite | Adobe Photoshop | CorelDRAW
- English (fluent), Azerbaijani (native), Russian (native), Japanese (intermediate), Turkish (intermediate)

Experience

Marketing Manager **ROLZO | London, UK** **09/2023 - Current**

Full - Stack Developer | Digital Marketer **Freelance** **01/2023 - Current**

- Developing a website for a medical aesthetic travel agency (Tech Stack: JavaScript, Ruby, Ruby on Rails, JavaScript)
- Building landing pages for a ski resort.
- Launching PPC campaigns on Google Ads.
- Handling technical issues on the website, optimising SEO strategies, and collaborating with the outsourced web development team.

Head of Marketing **Shahdag Mountain Resort | Baku, Azerbaijan** **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 | Baku, Azerbaijan** **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**

Key Projects

- **Devit-Studio**: A website of the web development agency. Demo-project.
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): Easily upload your books with ISBN and swap them for the new ones.
Tech Stack: Ruby on Rails, HTML, CSS & SASS, Bootstrap, JavaScript, Google Books API, Stimulus, PostgreSQL, GitHub, Heroku (2022)

Others

- 1st place for the best implementation of Scaffold-ETH 2, as part of the awards presented at the ETH London Hackathon (2023)
- "State Program on Education of Azerbaijani Youth Abroad" scholarship (2013) & JASSO International Student scholarship (2010)