SAIDA MURTAZALI

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Skills

- Digital Marketing | Marketing Automation | Growth Hacking | Google Ads | GA 4 | SEM | SEO | PPC | Mailchimp | Pipedrive | cPanel | WordPress (themes, page builders, plugins) | SEMrush | ManyChat | Outfunnel | Zapier | Canva | Hootsuite | Photoshop
- Full-Stack | Ruby on Rails | JavaScript ES6 | React | Node.js | HTML | CSS | Tailwind CSS | Bootstrap | MongoDB | PostgreSQL | Postman | Testing | Playwright | Figma | UX | git
- English (fluent) | Azerbaijani (native) | Russian (native) | Japanese (intermediate) | Turkish (intermediate)

Experience

Digital Marketer **Shahdag Mountain Resort | Remote** **05/2023 - Current**

- Coordinating the new website development project.
- Creating email automation workflows and AI-powered messaging automation.
- Launching PPC campaigns using segmentation of audiences.
- Handling technical issues on the website, optimising SEO strategies, and building landing pages.

Front-End Developer Intern **VABISS | Remote** **02/2024**

Marketing Consultant **ROLZO | London, UK / Remote** **09/2023 - 12/2024**

- Developed and executed a quarterly marketing B2B strategy plan, that ensured a consistent flow of high-quality content leading to increased brand visibility and audience engagement.
- Created a series of whitepapers for the brand, blog posts improving SEO performance and newsletters.
- Implemented segmentation for newsletter subscribers and customer journey.

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.

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%.

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**

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)**

Other

- 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)**