

SAIDA MURTAZALI

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Skills

- Frontend | Backend | Full-Stack | Digital Marketing
- HTML | CSS | JavaScript ES6 | React | Ruby on Rails | Ruby | Tailwind CSS | Bootstrap | PostgreSQL | OOP | MVC | RESTful APIs | Figma | Heroku | Cloudinary | Mapbox | UX/UI | GitHub | git
- Google Ads | GA 4 | SEM | | SEO | PPC | Mailchimp | CMS | Pipedrive | cPanel | WordPress (themes, page builders, plugins) | SEMrush | CRM | Salesforce | Outfunnel | Zapier | Canva | Hootsuite | Adobe Photoshop
- English (fluent) | Azerbaijani (native) | Russian (native) | Japanese (intermediate) | Turkish (intermediate)

Experience

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|---|--|--------------------------|
| Front-End Developer Intern | <u>VABISS Remote</u> | 02/2024 - Current |
| Digital Marketer | <u>Shahdag Mountain Resort Remote</u> | 05/2023 - Current |
| <ul style="list-style-type: none">• Coordinating the new website development project & building landing pages.• Launching PPC campaigns on Google Ads and Facebook Ads Manager using segmentation of audiences.• Handling technical issues on the website, optimising SEO strategies, and collaborating with the outsourced web development team. | | |
| Marketing Consultant | <u>ROLZO London, UK / Remote</u> | 09/2023 - 01/2024 |
| <ul style="list-style-type: none">• 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.• Developed a social media calendar resulting in a 50% increase in engagement on LinkedIn and a 25% rise in click-through rates. | | |
| Head of Marketing | <u>Shahdag Mountain Resort Baku, Azerbaijan</u> | 10/2021 - 09/2022 |
| <ul style="list-style-type: none">• 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 | <u>Chenot Palace Baku, Azerbaijan</u> | 02/2016 - 10/2021 |
| <ul style="list-style-type: none">• 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

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|--|-------------------------------------|--------------------|
| Computer Programming | <u>Le Wagon London</u> | 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 | <u>University of Glasgow</u> | 2013 - 2014 |
| Practical Japanese Study Program | <u>Gunma University</u> | 2010 - 2011 |
| BSc in Regional Studies of Japan | <u>Baku State University</u> | 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**)

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**)