

Emin Alizada – Content-Focused Technical Marketer

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■ Bruges, Belgium

Professional Summary

Creative and data-driven content marketer with 3+ years of experience producing high-impact digital content that fuels product adoption and brand growth. Specialized in blending technical storytelling, SEO strategy, and audience-focused content to drive visibility, engagement, and conversions.

Education

Ghent University – MSc in Business Engineering (Data Analytics, Double Degree) (Sep 2024 – Present)

University of Tartu – MA in Innovation & Technology Management (Double Degree) (Sep 2024 – Present)

Azerbaijan State University of Economics – BSc in International Economics (Sep 2019 – Jul 2024)

Experience

FS Code / Planly (Remote) – Digital Marketing Manager (Jun 2024 – Present)

- Produced content increasing organic reach by 30%.
- Repositioned product messaging with narrative-driven content.
- Coordinated GTM campaigns targeting EU developers.

OnDigital (Baku) – Head of Digital Marketing (Dec 2023 – Aug 2024)

- Delivered 137% average traffic growth via SEO/content frameworks.
- Launched content-led campaigns with cross-functional teams.
- Built editorial guidelines and SOPs for scalable content.

FS Code (Remote) – Digital Marketing & SEO Specialist (Dec 2022 – Dec 2023)

- Authored 40+ content pieces, traffic grew from 150 → 800 clicks daily.
- Built Yandex Leak-based framework: +40% impressions, +15% rankings.
- Advanced semantic & programmatic SEO strategies.

Skills

Content Creation: Blog writing, Technical tutorials, SEO copywriting, Editorial planning

Technical: Google Analytics, Search Console, BigQuery & SQL, Semantic & Programmatic SEO

Soft Skills: Storytelling, Collaboration, Project management, Mentorship, Stakeholder management

Languages

Azerbaijani: Native | Turkish: Bilingual | English: Fluent