



ARZU SHUKUROVA

HEAD OF MARKETING / SENIOR
MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Results-driven Head of Marketing and Senior Marketing Specialist with a strong background in digital performance marketing, team leadership, and multi-company marketing management. Experienced in developing and executing full-funnel marketing strategies for local companies, managing advertising budgets, leading creative and performance teams, and delivering measurable KPI results. Combines an IT Engineering background with practical marketing expertise to drive growth, efficiency, and ROI.

Education

Bachelor of Science in IT Engineering

Azerbaijan Technical University
2009 – 2014

SKILLS & TOOLS

Marketing & Advertising

Meta Ads (Facebook & Instagram)

Google Ads

Campaign Strategy & Optimization

KPI Tracking & Reporting

Design & Creative (Intermediate Level)

Adobe Photoshop

Adobe InDesign

3ds Max

AutoCAD

Other Tools

Microsoft Office

Ads Manager Platforms

Experience

Head of Marketing / Senior Marketing Specialist

INEX MEDICAL MMC

08/2023 – Present

- Development and execution of overall marketing strategy
- Management of Meta Ads and Google Ads campaigns
- Control of monthly advertising budget exceeding \$10,000
- KPI tracking (leads, ROAS, CPL, sales impact)
- Preparation of daily and monthly reports for management

Marketing Specialist (Parallel Role)

NOVA CARS MMC

2025 – Present

- Performance marketing for vehicle sales
- Meta Ads and Google Ads campaign management
- Daily budget vs lead analysis
- Operator call performance reporting

Accountant / Social Media Marketing Specialist

SPORT MASTER MMC

2021 – 2023

Parallel management of financial accounting and marketing activities

CERTIFICATES

AutoCAD Certificate

Photoshop Certificate

3ds Max Certificate

Language

- Azerbaijani: Native
- Turkish: Native or Bilingual Proficiency
- Russian: Native or Bilingual Proficiency
- English: Intermediate

DETAILED EXPERIENCE

INEX MEDICAL — Head of Marketing

Aug 2023 – Present

- At INEX MEDICAL, I am fully responsible for all stages of marketing operations, from strategic planning to daily execution and performance analysis. I plan, manage, and optimize advertising campaigns across Meta Ads (Facebook and Instagram) and Google Ads.
- I manage a monthly advertising budget exceeding \$10,000 and closely monitor key performance indicators, including 300+ monthly leads, ROAS of 3x–5x, CPL, and sales impact. Through structured performance marketing, lead volume has increased significantly while advertising efficiency has improved.
- I prepare daily, weekly, and monthly analytical reports for company management. These reports include Facebook Ads performance charts, Google Ads performance charts, operator call analysis, budget versus lead comparisons, and visual dashboards. I analyze advertising results together with operator call data and sales feedback to continuously optimize campaign quality and performance.
- In addition, I coordinate the work of designers, content creators, and videographers, ensuring that all creative materials align with marketing strategy and performance objectives.

NOVA CARS — Marketing Specialist (Parallel Role)

2025 – Present

- At NOVA CARS, I manage digital marketing activities focused on vehicle sales. I run and optimize Meta Ads and Google Ads campaigns while tracking daily advertising spend against lead volume.
- I analyze incoming leads from Facebook, Google, and operator calls and prepare daily charts and analytical reports. Based on operator call quality and conversion feedback, I optimize campaigns to improve sales performance.

SPORT MASTER MMC — Accountant / Social Media Marketing Specialist

2021–2023

- At Sport Master MMC, I handled financial and marketing functions in parallel. My responsibilities included financial accounting, payment tracking, report preparation, and budget control.
- In parallel, I managed social media accounts, content planning, and posting activities. I monitored marketing expenses, ensured advertising costs aligned with budgets, and prepared reports that supported management decision-making through combined financial and marketing analysis.