



Alisa Ibrahimzada

Digital Marketing Manager

"Digital Marketing Specialist with hands-on experience in managing high-performing campaigns across Google Ads and Meta platforms. Skilled in optimizing ad performance to maximize ROI and drive targeted traffic through data-driven strategies."

Contact

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Address

Nasimi district, Mirali Gashgay, 41A

Education

2014-2018

Bachelor

UNEC (University of Economics)

2018-2020

Master/MBA

UNEC (University of Economics)

Expertise

- Facebook Ads Manager
- Google Ads
- Google Analytics
- Lead Generation
- Content Generation
- Online marketing and advertising
- SEO Tools (Ahref, Semrush and etc.)
- Online marketing and advertising
- Google Search Console
- Google Tag Manager
- Microsoft Clarity
- Yandex Metrica

Experience

June 2025 - Present

City Park Mall

Head of Digital Marketing Division

- Develop and execute the mall's overall digital marketing strategy to increase brand visibility, foot traffic, and customer engagement.
- Manage all digital channels including social media platforms, website, email marketing, SEO, and paid media campaigns (Google Ads, Meta Ads, etc.).
- Lead content planning and oversee the production of engaging visual, written, and video materials aligned with the mall's brand identity.
- Coordinate digital campaigns for events, promotions, store launches, seasonal campaigns, and partnership activations.
- Monitor analytics across all platforms, generate performance reports, and optimize campaigns based on data insights and customer behavior.
- Collaborate with retail partners/tenants, agency teams, and internal departments to support joint marketing activities and promotions.
- Ensure the mall's website and digital platforms are regularly updated with accurate information, promotional materials, and interactive tools.
- Oversee community management, including response strategies, customer queries, feedback management, and reputation protection across digital platforms.
- Manage digital marketing budget, allocate spend efficiently, and ensure a strong return on marketing investment (ROI).
- Track industry trends, competitor strategies, and emerging technologies to implement innovative solutions in the mall's digital space.
- Lead, train, and supervise the digital marketing team, ensuring high performance and continuous improvement.

December 2023 - May 2025

166 - Freight and Logistics

Digital Marketing Manager

- Developed and executed comprehensive digital marketing strategies to increase brand awareness, customer engagement, and lead generation.
- Managed and optimized paid advertising campaigns (Google Ads, Facebook Ads, Instagram Ads) to achieve maximum ROI.
- Oversaw content creation for social media, email marketing, blogs, and website to ensure consistency in brand messaging and tone.
- Conducted market and competitor analysis to identify growth opportunities and improve campaign performance.
- Used tools such as Google Analytics, Meta Business Suite, and Ahref to monitor KPIs and prepare performance reports.
- Led a team of content creators, designers, and performance marketers to ensure alignment across all digital initiatives.
- Coordinated with sales and product teams to align digital campaigns with business goals.
- Managed SEO efforts to improve website traffic and search engine rankings.
- Planned and executed email marketing campaigns using platforms like Mailchimp or HubSpot.

Language

Azerbaijani - Native

Turkish - Professional

English - Pre-intermediate

Reference

Sabir Jamalov	Digital Marketing Manager, Kontakt Home
Sabit Mammadov	CEO/Owner, Admedia
Babaxan Malikli	Digital Marketing Specialist, PASHA Bank

166 - Freight and Logistics

Project (166 Uzbekistan)

- Set up and managed Google Ads campaigns for 166 Uzbekistan, focusing on logistics (cargo transport), evacuation, and cleaning services.
- Optimized ad performance through A/B testing, keyword targeting, and location-based bidding strategies to increase lead generation and service bookings.
- Conducted market research to tailor ad copy and visuals for the Uzbekistan audience, ensuring higher engagement and relevance.
- Monitored daily campaign performance and adjusted budget allocations to maximize return on ad spend (ROAS).
- Collaborated with the operations team to align advertising goals with service capacity and customer needs.

July 2022 - March 2023

BestComp Group

Digital Marketing Manager

- Build, plan and implement the overall digital marketing strategy
- Manage the strategy
- Manage all digital marketing channels
- Measure ROI and KPIs
- Prepare and manage a digital marketing budget
- Oversee all the company's social media accounts
- Manage and improve Google Analytics

October 2021 - April 2022

Fil Agency

Head of Digital

- Meeting with the marketing and design teams to define advertising strategies and requirements.
- Conducting market research through techniques such as A/B testing to guide the marketing strategy.
- Developing and implementing digital advertising campaigns to increase brand awareness, website traffic, and sales.
- Managing digital staff, timelines, and budgets.
- Reviewing and proofreading all digital content such as blogs, social media content, advertisements, and website copy. ☑ Supervising and managing all digital activities including websites, e-commerce, and social media.
- Generating and presenting digital marketing reports and analyses for brands.

April 2021 - October 2021

BERC GROUP

Digital Marketing Specialist

- Developed improved digital content for website and social media platforms.
- Developed social media initiatives and created daily content on Facebook, Twitter,
- Instagram and emerging social platforms to engage current fans and acquire new ones.
- Managed and developed new content for company website, app and social media platforms.
- Improved advertising initiatives by executing social media and digital marketing campaigns.

January 2019 - September 2021

Admedia

Digital Marketing Specialist

- Learning high CRM skills
- Creating and analyzing Google Ads campaigns
- Detailed targeting on Facebook Ads Manager and Instagram
- Recognizing social media users for brands
- Preparing detailed reports for companies and brands