

ZAHRA JABRAYILOVA

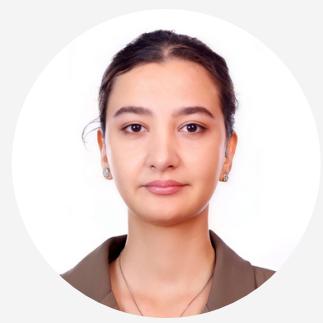
MARKETING STRATEGIST

 (+994) 55 944 30 29

 66 Mir Jalal street, Baku

 zahrajabrayilova@gmail.com

 [LinkedIn Profile](#)



PROFILE

Marketing strategist with experience in developing data-driven, multi-channel campaigns across retail, insurance, real estate, and digital products.

At Wemark, I've led strategic planning and creative communication for brands such as **Baku Electronics, Yoshiro, Yuvam** - a digital product by **PASHA Insurance, İndi Market, BI Group, Baku Service Company, Absheron Hotel Group**, and others. Passionate about blending insight, creativity, and strategy to drive brand growth and customer engagement.

I also have a prior professional background in FMCG, tobacco, and public sector organizations, where I gained valuable experience with brands such as **Tabaterra** - JTI, BAT, Imperial Tobacco; **Azersun** - Feel True, Zolushka, Shokki-Mokki; and **Baku Electronics** - Motoverse, Seven Space, and Divanev.

EXPERIENCE

MARKETING STRATEGIST

Wemark Full-time | July 2024 - Present

- Build and maintain strong client relationships to understand their needs and objectives.
- Develop and implement tailored marketing strategies, including market research and competitor analysis.
- Oversee and manage projects from planning to execution, ensuring timely delivery and quality outcomes.
- Collaborate with internal teams to align resources and deliver integrated solutions.
- Plan, coordinate, and execute successful events, ensuring effective organization and client satisfaction.

CUSTOMER LOYALTY SPECIALIST IN CRM UNIT

Baku Electronics Full-time | October 2023 - July 2024

- Utilize marketing techniques to engage with customers across various channels, including phone, email, chat, and social media.
- Develop and execute marketing-driven initiatives to enhance customer loyalty, including personalized offers, loyalty programs, and targeted promotions.
- Analyze customer data to identify opportunities for increasing customer retention through marketing efforts.

STRATEGIC PLANNING SPECIALIST

The State Reserve Agency of the Republic of Azerbaijan Full-time | June 2023 - October 2023

- Assist in the development of long-term strategic plans aligned with organizational objectives.
- Identify and assess potential risks associated with strategic initiatives
- Collaborate in scenario planning exercises to anticipate and prepare for potential market disruptions or changes.

SUPPLY PLANNING SPECIALIST

Azersun Holding Full-time | Mart 2023 - June 2023

- Utilize MRP software and tools to calculate optimal order quantities and schedules based on demand forecasts and inventory levels.
- Ensure production schedules are aligned with capacity constraints and lead times.
- Use market insights to refine demand forecasts and supply plans.
- Optimize safety stock levels based on demand variability and lead time fluctuations

JUNIOR SUPPLY PLANNING SPECIALIST

Azersun Holding Full-time | May 2022 - Mart 2023

EXPERIENCE

SAP MASTER DATA ASSISTANT

Tabaterra CJSC Full-time | September 2021 - April 2022

- Create, update, and maintain master data records in SAP system, ensuring accuracy and completeness.
- Validate and cleanse data to eliminate duplicates and ensure data integrity.
- Stay updated on relevant data privacy and compliance requirements

PRODUCTION INTERN

Ulduz Chocolate Factory / "Veyseloglu -Yaycılı Qardaşlar" Full-time | February 2021 - May 2021

- Internship in the laboratory, technology, and planning departments

EDUCATION

KHAZAR UNIVERSITY 2024-Present

Master of Business Administration

BAKU ENGINEERING UNIVERSITY 2017 - 2021

Industrial Engineering (GPA 90/100)

COMPUTER SKILLS

- Microsoft Word - Advanced
- Microsoft Excel - Advanced
- Power BI - Basic
- PowerPoint - Advanced
- SAP - Intermediate
- MS Project - Basic

LANGUAGE SKILLS

- Azerbaijani - Native
- English - B1
- Russian - A2

SOFT SKILLS

- Time Management and Prioritization
- Critical Thinking
- Continuous Improvement
- Attention to Detail
- Problem-Solving
- Teamwork and Communication

CERTIFICATES

• **LinkedIn**
Content Marketing Foundations 2024

• **Udemy**
CRM: Customer Relationship Management

• **LinkedIn**
Looker Studio for Beginners 2023

• **LinkedIn**
Customer Experience: Service Blueprinting 2023

• **LinkedIn**
Creating Positive Conversations with Challenging Customers 2023

• **Coursera**
Google Ads for Beginners 2021

• **Macquarie University and Coursera**
Excel Skills for Business: Intermediate 2021

• **Issuing authority Youth Foundation of the Republic of Azerbaijan**
Azerbaijan Robotic Minds Festival 2021

• **Macquarie University and Coursera**
Excel Skills for Business: Essentials 2021

• **Kennesaw State University and Coursera**
Six Sigma Principles 2021

• **University of Michigan and Coursera**
Programming for Everybody (Getting Started with Python) 2020

• **166 Cargo and Logistics and BE**
Training – “The Evolution of Logistics” 2019