

# 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 | • Continuous Improvement | • Problem-Solving            |
| • Critical Thinking                  | • Attention to Detail    | • Teamwork and Communication |

CERTIFICATES

- |   |   |
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| <ul style="list-style-type: none"><li>• <b>LinkedIn</b><br/>Content Marketing Foundations 2024</li><li>• <b>Udemy</b><br/>CRM: Customer Relationship Management</li><li>• <b>LinkedIn</b><br/>Looker Studio for Beginners 2023</li><li>• <b>LinkedIn</b><br/>Customer Experience: Service Blueprinting 2023</li><li>• <b>LinkedIn</b><br/>Creating Positive Conversations with Challenging Customers 2023</li><li>• <b>Coursera</b><br/>Google Ads for Beginners 2021</li></ul> | <ul style="list-style-type: none"><li>• <b>Macquarie University and Coursera</b><br/>Excel Skills for Business: Intermediate 2021</li><li>• <b>Issuing authority Youth Foundation of the Republic of Azerbaijan</b><br/>Azerbaijan Robotic Minds Festival 2021</li><li>• <b>Macquarie University and Coursera</b><br/>Excel Skills for Business: Essentials 2021</li><li>• <b>Kennesaw State University and Coursera</b><br/>Six Sigma Principles 2021</li><li>• <b>University of Michigan and Coursera</b><br/>Programming for Everybody (Getting Started with Python) 2020</li><li>• <b>166 Cargo and Logistics and BE</b><br/>Training –“ The Evolution of Logistics” 2019</li></ul> |
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