







Nigar Aliyeva

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JOB EXPERIENCE

Bank Btb - Business Development and Marketing Department

- Junior Specialist of the Advertising and Public Relations Department 7.10.2024
- Senior Specialist of the Advertising and Public Relations Department 1.09.2025-present

EDUCATION

- 2009-2013 Azerbaijan State Economic University- International Economic Relations faculty – Bachelor's degree;
- 2017-2020 Baku Slavic University – English Teacher faculty – Bachelor's degree.

SKILLS

- Plan and implement advertising campaigns.
- Create creative materials (banners, videos, slogans, etc.).
- Place ads on digital platforms (Facebook, Instagram, Google Ads, etc.).
- Analyze the target audience and choose appropriate advertising strategies.
- Prepare press releases and build relationships with the media.
- Organize corporate events (e.g., exhibitions, presentations, social projects).
- Maintain the company's public image and manage crisis communication.
- Monitor media and social networks for company-related mentions and respond accordingly.
- Research new business opportunities and markets.
- Establish connections with potential clients and partners.
- Prepare commercial offers and collaboration models.
- Develop strategies to increase sales.
- Conduct market research and competitor analysis.
- Develop marketing plans and measure campaign effectiveness.
- Analyze customer behavior and take action based on the findings.
- Organize loyalty programs and promotions.

Personal Details

- Nationality : Azerbaijan
- Birth Date : 9.08.1991
- Birth Place : Baku/Azerbaijan
- Marital Status : Married

Computer skills

- Operating systems(Windows-all versions)
- Microsoft Office, Internet
- Word
- Excel
- PowerPoint
- Outlook
- OneDrive
- OneNote
- SharePoint

Social Media

- Facebook
- Instagram
- Twitter

Languages

- Azerbaijani – native
- Russian -proficient
- English -pre-Intermediate
- Turkish - Fluent

CERTIFICATIONS

MS Office (Excel) course at
British Academy LLC