



Murad Guluzade

Marketing Coordinator
SMM/Content Manager

Marketing Coordinator with 1.5+ years of experience supporting marketing initiatives, managing campaigns, and driving brand growth. Expertise in market research, content production, and campaign management, as well as a strong dedication to providing measurable outcomes. Excellent communication and teamwork abilities, as well as a strong desire to stay current on industry trends, make me a significant asset to any marketing team.

Contact

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Email

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LinkedIn Profile

<https://bit.ly/47GXWTV>

Education

Bachelor's degree

Baku State University

International Relations

2015- 2019

Hard Skills

Meta Business Suite

Adobe Photoshop

Adobe Illustrator

Adobe Lightroom

Figma / Sketch / Adobe XD

Canva / CapCut

Photography and Videography

(Nikon/Canon)

Microsoft Office

(Word/Excel/PowerPoint)

Soft Skills

Excellent Communication

Teamwork

Time management

Flexibility

Critical thinking

Attention to details

Language

Azerbaijan - *native*

English - *fluent*

Turkish - *native*

Experience

11.10.2022 - 11.10.2023

TCS

Marketing Coordinator

- Crafting compelling marketing content, including blog posts, social media updates, and promotional materials, to engage and inform audiences.
- Managing and growing social media profiles, creating engaging content, and fostering meaningful customer interactions.
- Photo/video shooting and editing
- Designing, executing, and analyzing email marketing campaigns to nurture leads and drive conversions.
- Intermediate graphic design skills for creating promotional products, social media posts and other marketing materials.
- Conducting market research to identify target audiences, analyze competitor strategies, and uncover actionable insights.

20.06.2022 - 11.11.2022

Duzz MMC (Leman Kültür, Alin's Ganja)

SMM/Content Manager

- Develop and implement a comprehensive social media strategy that aligns with the restaurant's marketing goals and objectives.
- Create engaging and visually appealing content, including posts, images, videos, and stories, that highlights our food, beverages, ambiance, and special promotions.
- Manage and maintain the restaurant's social media profiles on platforms like Facebook, Instagram, TikTok ensuring consistency in branding and messaging.
- Plan and execute social media campaigns, contests, and promotions to drive engagement and increase foot traffic.

18.01.2022 - 27.04.2022

Gens Elektrik

SMM/Content Manager

- Manage and administer all social media accounts, including Facebook, Twitter, Instagram and LinkedIn.
- Creating high-quality and engaging content for various social media platforms, including text, images and infographics.
- Develop and execute paid advertising campaigns on social media platforms, including budget management, ad creation, targeting, and performance tracking.
- Preparing designs and ordering promotional products.

Projects

Hult Prize (Global Innovation Competition)

Position - Team Leader

Team - "Discovery"

Category - Alternative Energy

Project - "AutoEnergy"

Result - Winner of country final

FotoMən (Photography Training)

Role - Project Attender

Discover United Nations with learning

Role - Project Attender

Learn politics from the ambassador

Role - Project Attender

01.01.2019 - 31.05.2019

National Assembly of the Azerbaijan Republic

Foreign Affairs Officer Intern

30.05.2018 - 15.09.2018

Crazy Innovations

Graphic and UI Design Intern

- Learning Graphic and UI Design essential principles like typography, visual hierarchy, color theory and etc.
- Design daily social media posts and stories
- Support on designing promotional materials
- Shooting stock photos for Shutterstock

20.09.2015 - 30.05.2017

Tourism Companies

Freelancer Photographer