



# Azhdar Sarvaroghlu

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## ● ABOUT ME

Don't forget! What you are looking for is also looking for you.

## ● WORK EXPERIENCE

20/01/2024 – 15/12/2024 Bratislava, Azerbaijan

**INSTALLER OPERATOR VOLKSWAGEN SLOVAKIA**

Assembling automobile parts

01/09/2023 – 30/12/2023 Baku, Azerbaijan

**ADVERTISING COPYWRITER SHAMANS AGENCY**

- Writing clear and error-free content for a website that reflects the company's voice
- Meeting with clients to understand their message, brand voice and target audience
- Proposing copy concepts in an engaging way for clients and carrying out projects once they are approved
- Interpreting creative direction and technical information and turning them into persuasive copy concepts
- Collaborating with PR and marketing departments to brainstorm and develop a variety of marketing materials
- Working with clients to edit and modify copy to meet their content expectations

01/02/2023 – 30/06/2023 Baku, Azerbaijan

**COPYWRITER IST SERVICES**

- Writing clear, compelling copy for various mediums (e.g. ads, blog posts, newsletters);
- Conducting thorough research and interviews;
- Working with creative professionals to build marketing projects and campaigns;
- Source images and other content;
- Edit and proofread copy as needed;
- Interpret copywriting briefs to understand project requirements.

28/02/2022 – 30/09/2022 Baku, Azerbaijan

**ADVERTISING COPYWRITER UPTIME MARKETING AGENCY**

- Familiarising themselves with the product, target audience and competitor activities in the market;
- Brainstorming ideas and concepts for the visual and words with other members of the creative team;
- Meeting with account executives to discuss the client's requirements and core messages and target audience;
- Writing various copy options, which may be presented to the client as a story board ;
- Overseeing the production phase, booking and liaising with designers, illustrators, printers, photographers and production companies;
- Casting actors and models to appear in adverts

01/06/2022 – 10/12/2022 Baku, Azerbaijan

**REGIONAL COORDINATOR EURASIA PARTNERSHIP FOUNDATION**

- Visiting the region and organizing trips;
- Organization of trainings for owners of tourist destinations in the region;
- Management of activity-specific social media accounts;
- Organizing trips of the owners of tourism destinations to foreign countries;

- Attend training and events organized for regional coordinators;
- Advising tourism destination owners to receive financial assistance;
- Organizing children's trips to the region to increase their love for nature;

30/05/2020 – 27/02/2022 Baku, Azerbaijan

## **PR MANAGER & CREATIVE MANAGER MEDICAL MEDIA**

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- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing, Sales and PM teams
- Provide constructive feedback
- Carrying out market research in order to keep up to date with customer trends, as well as trying to predict future trends
- Developing strategies and managing marketing campaigns across online platforms to ensure that products and services meet customers` expectations and to build the credibility of brands
- Analysing the success of marketing campaigns and creating reports
- Meeting with account executives to discuss the client`s requirements and core messages
- Familiarising themselves with the product, target audience and competitor activities in the market
- Brainstorming ideas and concepts for the visual and words with other members of the creative team
- Respond to all external and internal communications and proactively develop social media outreach strategies that support overall business objectives
- Contribute to the overall marketing and communications efforts working directly with various companies
- Presenting initial ideas to the director, some of which may be rejected or developed into workable concepts
- Writing various copy options, which may be presented to the client as a story board (a consecutive series of frames depicting the script and drawings that may be used)
- Modifying copy until the client is satisfied

15/01/2020 – 31/05/2020 Baku, Azerbaijan

## **CREATIVE MANAGER R.G COMPANY**

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- Plan promotional campaigns such as contests, coupons, or giveaways
- Negotiate advertising contracts
- Meeting with clients for marketing, PR and Advertising advice
- Initiate market research studies and analyze their findings to understand customer and market opportunities for businesses
- Evaluate the look and feel of websites used in campaigns or layouts, which are sketches or plans for an advertisement
- Plan your advertising campaigns, including which media will be advertised
- Give ideas about social media posts, special profile pictures and promotions
- Monitor and engage with potential customers on social media
- Jump into real-time social media conversations to build awareness
- Engage in social media conversations for the brand to bring awareness
- Write and create content across a variety of mediums: printed collateral, email, blog, websites, social, digital display ads, and more
- Manage day-to-day social content and longer-lead social activations
- Brainstorm and execute integrated content activations to tell broader stories
- Write commercials scenarios

27/05/2019 – 09/10/2019 Baku, Azerbaijan

## **MARKETING & PR MANAGER MHM EDUCATION CENTER**

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- Develop marketing communications plan including strategy, goals, budget and tactics
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media
- Build relationships with thought leaders to grow industry awareness
- Coordinate all public relations activities
- Planning publicity strategies and campaigns
- Creating and managing brochures, handouts, direct mail leaflets, promotional videos, photographs, etc
- Speaking publicly at interviews and presentations
- Developing the marketing strategy for the company in line with company objectives
- Planning and implementing promotional campaigns
- Analyzing potential strategic partner relationships for company marketing
- Developing advertising strategies to increase buyer interest in products or services
- Participating in the hiring and evaluating employees within the advertising department

- Researching and analyzing commercial, property, advertising, pricing and etc. elements of the area in which the company operates
- Organizing advertisement and PR campaigns in order to formation and supporting the company's image
- Coordinating and delivering all agreed marketing and PR strategies and monitor on-going marketing and PR campaigns performance and reporting as directed by the Line Manager
- Investigate requests and orders coming from guests and market awareness (new trends, new products, new technologies)
- Establishing contacts with the media as well as public and negotiating
- Promote the hotel's marketing activities to the media covering all food and beverage, rooms and event promotions
- Promote and support all marketing and PR activities including special events, sponsorship opportunities, merchandising campaign
- Respond to customer postings as appropriate tackling any complaints and issues and etc.

- Participate in the selection of front office personnel
- Schedules the front office staff
- Maintains working relationships and communicate with all departments
- Verifie that accurate room status information is maintained and properly communicated
- Resolve guest problems quickly, efficiently, and courteously
- Prepare performance reports related to front office
- Ensure that employees are, at all times, attentive, friendly, helpful and courteous to all guests managers and other employees
- Review Front office log book and Guest feedback forms on a daily basis

- Writing and producing presentations and press releases

- Present, promote and sell products using solid arguments to existing customers
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs
- Establish, develop and maintain positive business and customer relationships
- Reach out to customer leads through cold calling
- Expedite the resolution of customer problems and complaints to maximize satisfaction
- Achieve agreed upon sales targets and outcomes within schedule
- Coordinate sales effort with team members and other departments

- Assisting with phone calls, organizing/compiling documents, collecting appropriate information and posting relevant material

## ● **EDUCATION AND TRAINING**

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Master of Science

Bachelor's Degree

## ● LANGUAGE SKILLS

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Mother tongue(s): **AZERBAIJANI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>TURKISH</b>	C1	C1	C1	C1	C1
<b>ENGLISH</b>	C1	C1	C1	C1	C1
<b>RUSSIAN</b>	B1	B1	B1	B1	B1
<b>FRENCH</b>	A2	A2	A2	A2	A2

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## ● ORGANISATIONAL SKILLS

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### Organisational skills

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- Goal setting and meeting goals
- Making schedules
- Decision making
- Team leadership
- Problem solving

## ● COMMUNICATION AND INTERPERSONAL SKILLS

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### Communication and interpersonal skills

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- Empathic listener and persuasive speaker
- Speaking in public, to groups
- Confident, articulate, and professional speaking experience

## ● JOB-RELATED SKILLS

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### Job-related skills

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- Ability to Work Under Pressure
- Adaptability
- Self-motivation
- Communication
- Foreign Languages
- Speak in front of large groups
- Creativity