



Toğrul Musazada (Toghrul)

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Education

Code Academy

Digital Marketing;

GPA: 95.27/100 (High Honor)

Baku, Azerbaijan

Nov 2020 - June 2021

Sarhan Rasullu

Java Full Stack Development Bootcamp; GPA: 97.02/100

Baku, Azerbaijan

Sep 2022 - May 2023

Baku Engineering University

Organization and Technology of Buildings and Facilities

Baku, Azerbaijan

Sep 2020 - May 2024

Work Experience

Retail Group Azerbaijan "ZARA"

Sales-Consultant

Baku, Azerbaijan

2024 - 2025

- **Customer Relationship Management:** Developed personalized customer engagement strategies by analyzing customer feedback and behavior patterns, resulting in a significant increase in customer retention rates and repeat sales
- **Customer Experience Management:** Delivered an exceptional shopping experience by identifying customer needs and tailoring interactions, leading to a 10-20% increase in sales. Consistently met customer expectations through product knowledge, attention to detail, and proactive solutions.
- **Upselling & Cross-Selling:** Effectively promoted complementary products based on customer profiles and purchase history, increasing the average transaction value. Developed targeted upsell strategies, boosting sales in high-demand categories.
- **Loyalty & Relationship Building:** Established lasting relationships with customers through personalized follow-ups and rewards programs, fostering brand loyalty. Encouraged repeat business by offering exclusive promotions and creating a welcoming environment for returning clients.
- **Teamwork & Target Achievement:** Collaborated with team members to meet and exceed daily and monthly sales targets, regularly contributing to the achievement of team-wide goals. Recognized for maintaining positive morale and providing support to colleagues in high-pressure situations.
- **Customer Complaint Resolution:** Resolved customer complaints with professionalism, ensuring high levels of customer satisfaction by listening actively, empathizing with concerns, and providing swift, effective solutions. Maintained a customer-first approach to improve the overall shopping experience.

Abeja Technology
Software Developer

Baku, Azerbaijan
2023 - 2024

- Contributed to the development of a restaurant management application, integrating various third-party systems and services such as Getir-Yemek (delivery/takeaway service), NBA, and CASPOS (tax systems).
- Centralized chain restaurants by creating a centralized main office, streamlining the management and operations of multiple restaurants.
- Developed REST APIs for restaurant order devices, enabling seamless integration and communication between different parts of the restaurant management system.
- Restaurant Management Revolution: Developed a comprehensive restaurant management platform integrating third-party services, which increased operational efficiency by 25% and reduced order processing time by 50% for over 100 chain restaurants.
- Data-Driven Decision Making: Introduced a real-time analytics application for restaurants, which provided actionable insights leading to a 20% increase in revenue through optimized menu offerings and peak-time staff allocation.
- Conceptualized, designed, and implemented a centralized Back-Office application, revolutionizing restaurant management practices and contributing to a 40% increase in operational productivity.

FLANNEL AZERBAIJAN
Digital Marketing Specialist

Baku, Azerbaijan
2022 - 2023

- Developed Digital Marketing Campaigns: Planned, managed, and optimized advertising campaigns on social media platforms and Google Ads.
- Created Content Strategies: Produced blog posts, social media content, and email newsletters to increase brand awareness.
- Conducted Market Research: Performed competitor analysis and target audience research to develop effective marketing strategies.
- Analyzed and Reported Results: Prepared performance reports and proposed strategies to improve conversion rates.
- Collaborated with Teams: Worked closely with graphic designers and sales teams to complete marketing projects on time.
- Implementation of the tasks and orders given by the management

IDEA
Digital Marketing Specialist (intern)

Baku, Azerbaijan
2021

- Supported Campaigns: Assisted in planning and executing digital marketing campaigns on social media platforms.
- Created Content: Drafted social media posts and basic promotional materials under the guidance of the marketing team.

Programming Projects /Applications

ResumeApp

- Demo version with all technologies has been coded in this application
- This project has been assembled by 4 pieces such as resumeDatabaseApp(jdbc, hibernate), resumeDesktopApp(swing), resumeWebApp(jsp/html/css), resumeWebAppRest
- Developed JDBC to connect data source, send queries and update statements to the database

Province Service

- Developed sample Restful APIs using Java, Spring Web, Spring Data Jpa, Spring Boot DevTools, MySql
- Used Postman to send requests to endpoints, retrieve data from data source, and test an API's functionality
- Applied Exception Handling Methods

Microservice Application

- Developed API-GATEWAY software layer to functions as a single endpoint for various APIs performing tasks such as request composition, routing, and protocol translation.Used Postman to send requests to endpoints, retrieve data from data source, and test an API's functionality
- Used a EUREKA SERVER to holds the information about all client-service applications and register Every Micro service into it

Technical Skills

Languages:	Java, SQL
Frameworks:	Spring Data, Spring Boot, Spring MVC, Spring Security, Hibernate
Version Control:	Git
Database:	MySQL, PostgreSQL
IDEs:	IntelliJ IDEA, Netbeans, Eclipse
Web Technologies:	HTML, CSS, JSP
Operating Systems:	Windows, Linux
Other:	RESTful APIs, Docker, Microservices
Soft Skills:	Problem Solving, Adaptability, Continuous Learning, Communication and Collaboration

Languages

English:	Full Professional Proficiency
Turkish:	Professional
Russian:	Intermediate
Azerbaijani:	Native

References

Zaur Mammedov

Department Manager – Retail Group Azerbaijan LLC

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Sarkhan Rasullu

Instructor of Java Full Stack Development Bootcamp

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Rashad Nazarli

Instructor in Code Acedemy

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Shahriyar Mammadli

Instructor in Code Acedemy

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