

Istanbul HASANLI

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PROFILE

Dynamic and driven digital marketing enthusiast with hands-on experience in SEO, social media management, and content creation. Strong international experience in project management and volunteer coordination across France and Azerbaijan. Fluent in Azerbaijani, Turkish, and English, with advanced proficiency in French, enabling effective global communication. Passionate about creativity, collaboration, and continuous learning in the ever-evolving digital marketing landscape.

EDUCATION

Aug 2024 – Dec 2024

Digital Marketing / SEO - *Baku, Azerbaijan*

- Gaining practical knowledge and skills in digital marketing strategies, SEO techniques, content creation, and social media management.
- Focusing on improving website traffic, search engine rankings, and online presence through effective SEO and digital marketing tactics.

Sept 2015 – June 2019

Azerbaijan University of Languages, *Baku, Azerbaijan*

- Bachelor's degree in French language

WORK EXPERIENCE

Jan 2024 – Ongoing

MEDODENTA AB – *Digital Marketing – Remote*

- Spearheaded the development and execution of data-driven digital marketing strategies, leveraging advanced SEO techniques and content optimization to enhance brand visibility within the dental industry.
- Played a pivotal role in the redesign of the corporate website, enhancing user experience and ensuring alignment with brand messaging and market needs.

Feb 2022 – Feb 2023

SEM&VOL - *Internship - Bergerac, France*

- Active participation in the organization's programs
- Leading summer camps participants
- Participation in environmental programs in different cities of France
- Active participation in manual work
- Preparation of projects' podcasts

Mar 2019- May 2019

Eventaz Youth organization – SMM - Internship - *Baku, Azerbaijan*

- Develop Social Media Strategy: Create social media strategies aligned with brand goals.
- Create and Share Content: Design creative content (photos, videos, text) and publish it.
- Engage with Audience: Actively communicate with users, respond to comments and messages.
- Analyze Performance: Monitor campaign effectiveness using social media analytics.
- Follow Trends: Keep up with social media trends and implement relevant strategies.
- Manage Risks: Protect the brand's reputation and handle negative feedback.
- Competitor Analysis: Track competitors' activities and apply strategic improvements.

July 2018 – Aug 2018

SEM&VOL - Internship - *Valojoulx, France*

- Nature Conservation and Environmental Work
- Maintenance of local parks, hiking trails, or forested areas.
- Activities such as tree planting, erosion control, or cleaning up the environment.

SKILLS

- Canva, Google Search Console, Google Analytics
- Google My Business, Facebook Ads Manager,
- LinkedIn Campaign Manager, Social Media Marketing,
- Email Marketing, YouTube Ads, Instagram Ads

Languages

- Azerbaijani – native, English – Conversational, French –intermediate, Turkish – proficient

REFERENCES

- References from SEM&VOL and Medodenta AB are available upon request.