

AYTAKIN BADALOVA

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Results-Oriented, Efficient and Conscientious. Lancaster University Management School MSc Marketing Graduate, Studying member of The Chartered Institute of Marketing (CIM), Marketing and Sales Manager with experience of events management, social media marketing and e-mail marketing having an excellent eye for design and understanding of target audience

Work experience

2019-09 - Now

Adjunct lecturer in Principles of Marketing

Khazar University

- Preparing and delivering lectures to students on topics such as Markets, Marketing Channels, Consumer Behavior, Integrated Marketing Communications, Advertising and Public Relations, Sales, Digital Marketing, Branding.
- Contributing to the development of the syllabus and overall course structure

2018-10 - Now

Marketing and Sales Manager

- Systemair Azerbaijan

***Achievements:** 2 corporate events with over 200 attendants, 2 CSR programs and 2 campaigns resulting in notably high engagement rates on social media and appreciation of customers, preparing and delivering 3 new product catalogues, tracking 885 projects, 4 newsletters*

- Developing marketing plan;
- Developing marketing strategy for the market that ensures attainment of company sales goals and profitability;
- Project and quality controlling of advertising tools;
- Evaluating competitors;
- Handling all social media, public relation efforts and content marketing
- Researching demand for the recent and future products and services;
- Evaluating and maintaining consumer CRM, products and services;
- Assisting manager to track projects ;
- Prepare and deliver appropriate presentations, catalogues and leaflets on products/ services;
- Planning and executing conference events and presentations from start to finish.
- E-mail marketing: design and distribution of event invitations and newsletters
- Google ads

2018-06-2018-08

Open Day Ambassador

Lancaster University

Representing Lancaster University as an ambassador, promoting the University's ethos, opportunities and services and enhancing its reputation at events during the University Open Day season.

- Working as part of a team and lead by example, delivering consistently good service
- Acting as a first point of contact for visitors on the Undergraduate Open Days
- Giving tours of Lancaster's award-winning accommodation, providing visitors with up to date and correct information about the accommodation

2017-12-2018-06

Social Media Manager

Cake Land Azerbaijan

- Content Management in Facebook and Instagram pages of the business: creation and publishing of content, set publishing schedule, promote content through social advertising
- Development of social media strategy to increase brand awareness and reputation

2015-10-2016-12

Customer Experience manager in oGV Department

AIIESEC in Azerbaijan/LC Baku ADA

- Preparation of 2 exchange participants for exchanges
- Communication with host entities in Turkey and Romania
- Story collection for Brand Advocacy

2015-05-2015-06

National Olympic Committee (NOC) Assistant

Baku European Games Operations Committee (BEGOC)

- Language, administrative, information support for delegations of Team Netherlands

Education

2017-2018

MSc Marketing

Lancaster University Management School

Upper second-class (2:1)

- Relevant coursework: Markets, Marketing, Consumers, Strategic Marketing, Branding Strategy, Marketing Communications, B2B Marketing, Quantitative Research and Qualitative Research
- Projects: Marketing Communications Project with MediaCom, ToysRUs Brand Revitalization Project, Littleborough Arts Festival
- Dissertation: Crafting a marketing strategy for non-profit organizations: A case of Littleborough Arts Festival

Affiliate student of The Chartered Institute of Marketing (CIM)

February 2018–present

North West Region

2013-2017

BA Management

Academy of Public Administration under the President of the Republic of Azerbaijan

- Entrance score: 675/700
Degree: BA Management GPA:
97/100

Achievements

- Postgraduate Programme Scholarship by Lancaster University Management School (2017-2018)
- Presidential Scholarship (2013 – 2017)
- Winner of Youth in Business Competition (December 2015)
- Winner of XI Enactus National Competition (May 2016)
- Speaker of APA Enactus team representing Azerbaijan in Enactus World Cup held in Toronto, Canada (28-30th of September 2016)

Trainings, schools, courses, conferences, forums

- Azerbaijan Marketing Forum – May 2019
- Marketing Summit – December 2018
- Digital Marketing Course – October 2018
- Tolerance Town Erasmus+ Youth Exchange Program – Turkey, September 2018
- Porsche Roadshow & Guest Marketing Lecture – Lancaster, UK, August 2018
- Marketing Me – Launch – Lancaster, UK, August 2018
- Lancaster University Career Mentoring Programme - Lancaster, UK, August 2018 – May 2019
- CV training by Lancaster University Careers – Lancaster, UK, November 2017
- Rotary Youth Leadership Awards Winter School – Baku, Azerbaijan, February 2016
- 2nd EU Summer School – Baku, Azerbaijan, June 2016
- CEO Summit – Baku, Azerbaijan, 2015
- IE Venture Day – Baku, Azerbaijan, 2015
- Insurance and the culture of insurance – Baku, Azerbaijan, 2015
- International Conference on Sustainable Development and Corporate Social Responsibility – Baku, Azerbaijan, 2015
- Azerbaijan Financial Innovations Forum – Baku, Azerbaijan, 2015

Skills

- Soft skills: Communication, Management, Teamwork, Leadership, Presentation, Public speaking
- Technical skills: SPSS, Qualtrics, Inxmail, Microsoft Office programs: Word, Excel, Power Point, Outlook;
- Language skills: English – *Advanced*, Russian – *Intermediate*, Spanish – *Beginner*, Turkish – *Advanced*