

Elshan Jabrayilzade

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My portfolio: elshanih.space/portfolio

Professional Experience

Web Content Manager

AFEA Group | May 2024 – September 2025

- Created SEO-optimized content for over a hundred casino and sports betting affiliate websites, increasing organic traffic and player engagement across multiple markets.
 - Managed and localized website content in different languages using CMS platforms such as WordPress and Strapi for landing pages, product reviews, and promotional materials.
 - Led content strategy using keyword research, on-page optimization, and competitor analysis to improve ranking and conversion.
 - Monitored content performance and user behavior using Google Analytics and Tag Manager to enhance CTR, bounce rate, and conversion metrics.
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Content Manager

Barattson | Jun 2023 – May 2024, Baku

- Developed and implemented a content strategy that contributed to a 40% increase in course enrollments.
 - Managed and updated website content using WordPress CMS while ensuring SEO alignment and consistent branding across digital channels.
 - Planned and executed targeted email marketing campaigns in HubSpot and Mailchimp to promote programs and re-engage inactive learners, improving open and click rates.
 - Used CRM data and marketing automation features to segment audiences, schedule communications, and adjust messaging based on campaign analytics.
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Advertising Copywriter

DIV Academy | Oct 2022 – May 2023, Baku

- Produced SEO-driven content and digital ad copy optimized for lead generation and conversion across multiple channels.
 - Assisted in developing automated email workflows and campaign tracking processes to enhance audience retention and engagement.
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Advertising Copywriter

Honours Academy | Dec 2021 – Jun 2022, Baku

- Created high-performing educational marketing content aligned with keyword strategy and funnel objectives.
 - Assisted in the preparation and distribution of newsletters and promotional updates through HubSpot CRM, analyzing engagement data to refine communication strategy.
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Education & Training

MSc in Advertising – Azerbaijan State University of Economics (2021–2024)

BSc in Accounting – Azerbaijan State University of Economics (2017–2021)

GPA: 87/100

Certifications:

- *Google*: Digital Marketing & E-Commerce
 - *Google*: Marketing Analytics
 - *HubSpot Academy*: Content Marketing
 - *HubSpot Academy*: Email Marketing
 - *HubSpot Academy*: Inbound Marketing
 - *Adobe*: Adobe Marketo Engage Foundations
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Skills

- **Tools**: HubSpot CRM, Mailchimp, GA4, WordPress, HTML, Google Ads, Trello, Jira
 - **Strengths**: SEO Copywriting, Content Strategy, Social Media Management, Campaign Analytics, Conversion-focused Messaging, Multilingual Content Workflows
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Languages

- Azerbaijani (Native) | English (Fluent) | Turkish (Fluent)
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Projects & Publications

KYNO (2019–2025)

Co-Founder

- Co-founded an independent digital platform promoting cinema culture in Azerbaijan through film reviews, editorials, and podcasts, growing an audience of over 10,000 followers across social media.
- Managed paid social campaigns via Meta Ads Manager using audience segmentation, A/B testing, and conversion tracking to optimize visibility and reach.
- Planned content calendars, analyzed engagement and traffic data, and adjusted marketing strategy based on insights from Meta Analytics and Google tools.
- Managed collaborations with cultural institutions and film festivals such as **Sevil** and **ANIMAFILM**, contributing to audience growth and event attendance.

Sevil International Women's Documentary Film Festival (2024)

Content Manager

Contributed to the festival's marketing strategy by developing and executing targeted social media campaigns, writing promotional content, and supporting PR outreach to increase public engagement and brand visibility.

ANIMAFILM International Animation Festival (2024)

Content Creator

Served on the selection committee and supported marketing for a BAFTA-qualifying festival by writing the official catalogue, press releases, and web content. Helped maintain consistent messaging across international outreach and public communications.

Publications:

- *"The Role of Public Relations in Shaping the Image of a Company"* – *Innovative Economy and Management*, Issue No. 3, 2024
- *Catalogue of 7th ANIMAFILM International Animation Festival (2024)*