

Elshan Jabrayilzade

Tallinn, Estonia | Work permit: Estonia (no sponsorship required)

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Portfolio: elshanjh.space/portfolio

I am a creative copywriter and independent writer who likes making words do something, whether that means getting attention, changing a mood, explaining an idea, or making someone click. I have experience writing campaign copy, social media content, landing pages, email copy, paid ads, and promotional assets, with a strong eye for clarity, tone, and brand consistency.

Professional Experience

Content Manager

AFEA Group | May 2024 – September 2025

- Wrote, edited, and managed digital copy across 100+ websites, including landing pages, reviews, promotional assets, campaign copy, and localized market content.
 - Worked across English, German, Spanish, Portuguese, Greek, and other markets, adapting copy to different audiences while keeping messaging clear and consistent.
 - Collaborated with designers and cross-functional teams in Figma to turn marketing briefs into clear, conversion-focused digital assets.
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Content Manager / Copy Lead

Barattson | Jun 2023 – May 2024, Baku

- Managed and supported 2 copywriters, reviewing their work for clarity, tone, structure, and brand consistency.
 - Wrote campaign copy, landing page text, social media content, email content, and promotional materials for education products and events.
 - Reworked weak event promotion by improving names, descriptions, and campaign messaging, helping contribute to a 40% increase in enrolments.
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Copywriter

DIV Academy | Oct 2022 – May 2023, Baku

- Wrote social media copy, digital ad copy, SEO content, and campaign materials across Meta, TikTok, YouTube, and LinkedIn.
 - Planned and adapted content around platform trends, audience behaviour, and lead generation goals.
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Copywriter

Honours Academy | Dec 2021 – Jun 2022, Baku

- Wrote SEO blog articles, social media posts, campaign captions, and promotional copy for Instagram, YouTube, Facebook, and LinkedIn.
 - Created creative briefs for designers to keep campaign visuals and messaging aligned.
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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; Marketing Analytics and Measurement
 - *HubSpot Academy*: Content Marketing; Email Marketing; Inbound Marketing
 - *Adobe*: Marketo Engage Foundations
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Skills

- **Tools**: HubSpot CRM, WordPress, HTML, Figma, Meta Business Suite, Premiere Pro, CapCut, Canva, Trello, Jira
 - **Strengths**: Creative Copywriting, Campaign Copy, Brand Copy, Social Media Copy, Landing Page Copy, Email Copy, Creative Briefs, Tone of Voice, Editing, Conversion-focused Messaging
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Languages

- Azerbaijani (Native) | English (Fluent) | Turkish (Fluent) | Estonian (Beginner)
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Projects

KYNO (2019 - 2026)

Co-Founder

- Co-founded and grew an independent digital film platform to over 10,000 followers through creative editorial planning, social media storytelling, campaign ideas, and partnerships with cultural institutions and film festivals.

Publications

- Elshan Jabrayilzade (2025). The Role of Public Relations in Shaping the Image of a Company. *Innovative Economy and Management*, (3).