Elshan Jabrayilzade

Copywriter & Content Manager

Tallinn, Estonia | Estonian work permit, no sponsorship required | elshanjabrailzadeh@gmail.com | +372 5459 0579
Portfolio: elshanjh.space/portfolio

PROFILE

I'm a copywriter and content manager who has spent nearly five years turning briefs into campaign, landing page, email and social copy. I started out writing for education brands in Baku, went on to manage content across 100+ websites for European markets, and now write and build lifecycle emails for an Estonian fitness brand. I care about tone of voice and clarity, and I like copy that has a clear job to do, whether that's a click, a sign-up or a sale. Now based in Tallinn, I'm looking for a content or copy role on a team that values good writing.

PROFESSIONAL EXPERIENCE

Freelance Email / Lifecycle Marketing Specialist | IBG Marketing, Tallinn — Aug 2026 – Present

- Write newsletters, retention emails, review requests and sales campaigns for an Estonian fitness brand, adapting tone and message across 5 audience segments. Newsletter open rates reach **up to 38%**, and automations average **25%+** against a ~20% industry benchmark.
- Wrote and built 35+ emails across ~10 automated Mailchimp journeys for 500+ subscribers, covering lead nurturing, post-purchase follow-up and subscription conversion.

Freelance Translator & Content Editor | Self-employed, Tallinn (remote clients in Baku) — 2025 – 2026

- Edited client website content for clarity, structure, consistency and on-page SEO.
- Translated subtitles for 15+ feature films from English into Azerbaijani on fixed release deadlines.

Content Manager | AFEA Group — May 2024 – Sep 2025

- Wrote, edited, published and maintained copy across **100+ websites** in Strapi: landing pages, reviews, promotional assets and campaign copy.
- Adapted messaging for **~10 markets**, including English, German, Spanish, Portuguese and Greek, keeping tone and brand voice consistent.
- Delivered 1–2 campaigns every week, working with designers in Figma to turn marketing briefs into conversion-focused assets.

Content Manager | Barattson, Baku — Jun 2023 – May 2024

- Managed **2 copywriters**, reviewing their work for clarity, tone, structure and brand consistency.
- Wrote campaign, landing page, social, email and promotional copy for ~20 courses and their events.
- Reworked underperforming event promotion (names, descriptions and campaign messaging); the relaunch brought in **80+ applications** and a **25% increase in enrollments** within a month.

Copywriter | DIV Academy, Baku — Oct 2022 – May 2023

- Wrote social, digital ad, SEO and campaign copy for Meta, TikTok, YouTube and LinkedIn, aimed at lead generation.
- Planned content around platform trends, shaping each message to fit the channel's format and audience.

Copywriter | Honours Academy, Baku — Dec 2021 – Jun 2022

- Wrote SEO blog articles that **still rank on the first page of Google results**, years after publication.
- Wrote social posts, captions and promotional copy, and created creative briefs to keep visuals and messaging aligned.

PROJECTS

KYNO, Co-Founder | Independent digital film platform — 2019 – 2026

- Grew the platform to **10,000+ followers** through editorial planning, social media storytelling and campaign ideas.
- Produced video content with a **reach of 1M+**, extending well beyond the platform's own follower base.
- Partnered with cultural institutions and international film festivals, including Sevil International Women's Documentary Film Festival and ANIMAFILM International Animation Festival.

SKILLS

Writing: campaign, brand, landing page, email, social and SEO copy; tone of voice; editing; localization; creative briefs
Tools: Strapi, WordPress, HubSpot, Mailchimp, Figma, Canva, Meta Business Suite, HTML, Jira, Trello
Languages: Azerbaijani (native), English (fluent), Turkish (fluent), Estonian (A1)

EDUCATION & CERTIFICATIONS

MSc in Advertising, Azerbaijan State University of Economics (2021–2024)
BSc in Accounting, Azerbaijan State University of Economics (2017–2021) | GPA 87/100
Certifications: HubSpot Academy: Content Marketing, Email Marketing, Inbound Marketing · Google: Digital Marketing & E-Commerce, Marketing Analytics and Measurement · IBM: Generative AI for Digital Marketing