

# ELNARA NAGHIYEVA

## EDUCATION

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<b>University of Warwick   Coventry, UK</b> MSc in Marketing & Strategy (Expected: Distinction) Final Dissertation: "Implementing Digital Marketing Strategy for Jaguar Land Rover in the Azerbaijan market"	<b>2018 – 2019</b>
<b>University of Bradford   Bradford, UK</b> BSc (Hons) in Business & Management Studies (2:1)	<b>2014 – 2017</b>
<b>Digital Marketing Institute   Dublin, Ireland</b> Professional Diploma in Digital Marketing	<b>Jun 2018 – Aug 2018</b>
<b>Harvard University   Cambridge, USA</b> Online Marketing Management Certificate (92%)	<b>Mar 2016 – Jun 2016</b>
<b>British School in Baku   Baku, Azerbaijan</b> High School Diploma (GPA 4.8/5)	<b>2010 – 2013</b>

## WORK EXPERIENCE

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<b>Khazar University   Baku, Azerbaijan</b> Adjunct Lecturer (Principles of Marketing, Digital Marketing)	<b>Feb 2020-Present</b>
<b>KPMG   Baku, Azerbaijan</b> Marketing & Events Intern <ul style="list-style-type: none"><li>Effectively managed KPMG Azerbaijan's social media presence across Facebook, Twitter, and LinkedIn.</li><li>Coordinated a rebranding project, in collaboration with Moscow office, including logo and website redesign.</li><li>Single-handedly planned and organised two large KPMG events related to the government reforms ('Strategic vision on Agriculture in Azerbaijan' and 'Tax exemptions for investors and entrepreneurs').</li><li>Organised the 'American Chamber of Commerce Azerbaijan' annual launch event.</li><li>Wrote press releases in English and distributed them to relevant media.</li></ul>	<b>Jun 2016 – Aug 2016</b>
<b>Graduate Promotions   London, UK</b> Social Media Marketing Intern <ul style="list-style-type: none"><li>Managed a complex digital marketing campaign for the University of Bradford (Facebook, Instagram, brochures, and leaflets), which attracted over 120 student sign ups.</li><li>Created content for employer branding campaigns for companies like Teach First, Barclays, Mars, and NHS.</li><li>Formulated an in-depth marketing plan for a number of projects, including budget estimates and timelines.</li><li>Provided daily updates on projects' status to the campaign manager and the team.</li><li>Built long-term partnerships with leading universities in London to promote graduate job opportunities.</li></ul>	<b>Nov 2014 – Jan 2015</b>

## VOLUNTEERING EXPERIENCE

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<b>Jaguar Land Rover   Coventry, United Kingdom</b> Marketing Assistant (Dissertation project) <ul style="list-style-type: none"><li>Analysed and updated key market, competitive and customer trends and evaluated current impact on market.</li><li>Assisted in development of annual market research plan and management of annual market research budget.</li><li>Led market needs analysis through primary and secondary research, to support customer segmentation opportunities and sales initiatives and reported to manager in a daily basis.</li><li>Created, planned and executed social media marketing and customer engagement campaign to meet brand-building objectives.</li><li>Assisted to build a strategy to identify and attract appropriate segmented potential clients using company's market database.</li></ul>	<b>Jan 2019 – Jul 2019</b>
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## SKILLS & OTHER

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**Languages:** Russian (fluent), English (fluent), Azeri (native), Turkish (fluent), French (basic).

**IT Skills:** MS Office, IBM, NVIVO, Google Analytics & AdWords, Facebook Ads & Business Manager, Twitter, LinkedIn Ads Manager, WordPress, Canva, Google Keyword Planner, Mailchimp.

**Memberships and Societies:** Bradford University Russian and Debate Societies, Warwick University Finance Society.

**Additional Education:** Big Data Analytics Certificate, Warwick Business School (May – July 2019).