

Malik Jafarli

Digital Marketing Manager

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I'm a digital marketing specialist with practical experience in campaign management, content creation, and performance analysis. I enjoy working on projects where I can combine creative thinking with data to deliver real results. Currently focused on growing my skills and contributing to impactful marketing work

AREA OF EXPERTISE

- SMM
- Paid Ads
- Web Analytics
- SEO
- SEM
- CMS Management
- E-Mail Marketing
- Data Visualization
- Conversion Tracking

PROFESSIONAL EXPERIENCE

Digital Hero, Digital Marketing Manager, Freelance Apr 2024 - Present

- Authored the Google Analytics guidebook and contributed to the preparation of the Digital Marketing Glossary guidebook.
- Meet with clients to update or renew works.
- Updating website pages using CMS platforms like WordPress.
- Tracking social media engagement and reporting performance.

PART Agency, Digital Marketing Manager, Full-time Apr 2024 - Jul 2025

- Improved and updated websites of the Azerbaijan Wrestling Federation, Azerbaijan Badminton Federation, and Sabah Basketball Club using CMS tools.
- Managed and optimized paid advertising campaigns for 15+ social media accounts.
- Wrote engaging copy and created original, strategic content tailored to different audiences.
- Carried out SEO-focused tasks and coordinated professional photo and video shoots.

Cotfort Home Renovation, SEO Specialist, Remote Jan 2025 - Apr 2025

- Created lead generation forms using Elementor and integrated them into landing pages.
- Tracked user behavior via Google Tag Manager and visualized data in Google Analytics.
- Analyzed page performance using Screaming Frog and PageSpeed Insights.
- Implemented schema markup on relevant pages using Data Highlighter for better SEO visibility.

Agha Repair Services, SEM Specialist, Freelance Jul 2024 - Nov 2024

- Conducting keyword research.
- Monitoring website traffic using tools.
- Assisting in setting up Google Ads, conducting basic competitor research for ad targeting, monitoring ad performance

EDUCATION

Azerbaijan University of Economics Sep 2021 - Jul 2025

- Bachelor in Marketing

Azerbaijan Technical University Sep 2025 - Jul 2027

- Master in Crisis and risk managment in transport services

ADDITIONAL INFORMATION

- **Languages:** Azerbaijani (Native), Turkish (Fluent), English (Intermediate)
- **Certifications:** Google Analytics, Google Video Ads, Google Search Ads, Google Display Ads,
- **Award/Projects:** The most planned employee of the year (2024), Digital Marketing Dictionary (2024), Google Analytics guidebook (2025), Google Tag Manager (2025)