

# 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
- GEO
- Web Analytics
- SEO
- SEM
- CMS Management
- E-Mail Marketing
- Data Visualization
- Conversion Tracking

### PROFESSIONAL EXPERIENCE

**Ateshgah Insurance OJSC, Digital Marketing Specialist, Full-time** **Oct 2025 - Jun 2026**

- Execution of SEM activities across Google Ads, Yandex Ads, and Bing Ads platforms
- Creation and tracking of custom website events through Google Tag Manager
- Performance analysis and reporting using Google Analytics and Google Search Console
- Development of SEO strategy and implementation of search engine optimization activities
- Administration of website and Mobile App admin panels
- Planning and management of social media advertising campaigns in alignment with the company's marketing strategy
- Execution and optimization of advertising campaigns across Meta Ads and TikTok Ads platforms, including Meta Pixel setup and event tracking

**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.

### EDUCATION

**Azerbaijan University of Economics** **Sep 2021 - Jul 2025**

- Bachelor in Marketing

**Azerbaijan Technical University** **Sep 2025 - Jul 2027**

- Master in Crisis and risk management 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)