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

Brendfoni, Digital Marketing Specialist, Full-time **Aug 2026 - Present**

- Planned Meta Ads campaigns (Catalog, Reach, App Install) with Pixel tracking
- Managed Google Ads app install campaigns for Android and iOS
- Managed Apple Search Ads campaigns to drive App Store installs
- Executed TikTok Ads campaigns for App Install, Follow, and Reach objectives
- Analyzed Google Analytics: audience segments, transactions, and ad performance
- Implemented Data Layer tracking via GTM with developer collaboration
- Tracked app performance and user acquisition through AppsFlyer
- Administered website and mobile app admin panels
- Created and managed promo codes, banners, and push notifications
- Used AI (Claude) to automate Meta, Google, and TikTok Ads management

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
- Execution and optimization of advertising campaigns across Meta Ads and TikTok Ads platforms, including Meta Pixel setup and event tracking

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 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,