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in LinkedIn



Work Experience

SENIOR PRODUCT MARKETING EXPERT

Jul.2021 - Present

Kapital Bank OJSC

Baku, Azerbaijan

Main responsibilities:

4. Payments vertical

- Stimulating ATM top-up
- NFC payments at transportation
- C2C transfers
- VAS product promotions and stimulations
- SIMA integration preparations

3. Loyalty Engagement Squad

- Prepared technical and business documentation for automated scenarios
- Prepared call center scripts, FAQ documents for various loyalty and campaign scenarios
- Mapped out communication processes and workflows
- Conducted onboarding and knowledge-sharing sessions for new team members
- Organized engagement lotteries and promotional draws
- Executed targeted and mass marketing communications across the loyalty ecosystem

2. Loyalty Squad

- Prepared technical design, design of database structure for partner automation tool
- Created UX copy and performed UI analysis for product interfaces
- Managed marketing communications for cashback, miles, and Umico bonuses
- Planned new partnership initiatives with merchants
- Developed marketing plans for online and offline channels
- Worked on increasing the number of active cashback users
- Contributed to the design and launch of the referral ("Invite a Friend") feature
- Built automated communication scenarios (email, push, etc.)
- Managed partner tool of Birbank app
- Prepared design-wised customer journey map for "Umico products" on Birbank app

1. Activation & Retention Squad

- Prepared SQL scripts for data analysis
- Proposed campaign ideas for customer activation, acquisition and retention
- Forecasted and calculated expected revenue, cost, and turnover for campaigns
- Analyzed campaign results and prepared performance reports
- Investigated and resolved customer complaints and inquiries
- Oversaw budgeting, gift orders, and delivery processes

LEADING OPERATIONS AND CUSTOMER SUPPORT SPECIALIST

Mar.2021 - Jul.2021

AirGroup LLC - AZAL CLUB

Baku, Azerbaijan

Main responsibilities:

- Preparing Privacy Policy, User Agreement and Protection of Personal Data documentation
- Continuous system inspection after new update release
- Setup task management and helpdesk software and training the team
- Preparing technical task for AZAL CLUB invoice management software
- Preparing design concept and technical task for AZAL CLUB website
- Contribute on Azal Miles and Azal Ticket integration process
- Assisting the User Acceptance tests of the system
- Preparing administration guide for Partner admins

BUSINESS DEVELOPMENT SPECIALIST

Aug.2019 - Mar.2021

AirGroup LLC - Marketing and Business Development

Baku, Azerbaijan

Main responsibilities:

- Marketing research and analysis
- Building task management for departments
- Creating websites for departments and projects
- Building employee bonus calculation system with Google apps
- Preparing technical tasks for websites and software
- Support to internal and external IT team of different projects
- Project forecasts and planning

RESEARCH SPECIALIST

Aug.2018 - Oct.2018

ZETCAB CO. LTD

Incheon, South Korea

Main responsibilities:

- Research on specific country's economy
- Research on airline industry of specific country
- Detailed research on airports and airstrips of specific country
- Research on tourism industry of specific country

REGIONAL BUSINESS DEVELOPMENT MANAGER RETRICA INC.

Feb.2017 - Jun.2017

RETRICA INC

Seoul, South Korea

Main responsibilities:

- Responding customer complaints, comments and suggestion in English, Turkish and Azerbaijani.
- Record all bugs of software and report to application developer team.
- Collect all customer suggestions and report to COO.
- Responsible for Turkish language of company website.
- Check new version of software before launch and report bugs.
- Analyze software market of Turkey and Azerbaijan.
- Discuss and develop new ideas to provide better services and increase customer satisfaction.



Project

TAP GÖRƏK - Mobile application for preschool preparation

Solely developed and successfully launched the educational application.



Available on (Click icons to view)



Google Play



Download on the
App Store



Website
Tapgorek.online



Social Network
tapgorek.official



Education

Bachelor of Science in Business Administration Korea University

Feb.2015 - Feb.2019
Seoul, South Korea

Korean Language Program Kyung Hee University

Mar.2014 - Feb.2015
Seoul, South Korea

Bachelor of Science in Regional Studies on South Korea Baku State University

Sep.2011 - Feb.2014
Seoul, South Korea



Computer skills

PL/SQL

HTML

Adobe Photoshop

Adobe Lightroom

Tableau

Figma / Figjam

Prompt engineering

MS Office

Android Studio programming

Knowledge of mobile app design concept



Languages

Azerbaijani
Native

English
Fluent

Korean
Intermediate

Turkish
Intermediate