



Rufat Dargahli

Senior Digital Marketing Specialist

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WORK EXPERIENCE

Founder Eagle Activator Media

05/2020 - Present New York, USA
Social media marketing agency / We help businesses automate and control their customer growth by setting up advertisements and landing pages designed to convert targeted traffic into buyers.

Senior Digital Marketing Specialist SHUTTLE99

07/2020 - 08/2020 New York, USA
Achievements/Tasks
- Developing effective media buying strategies; Monitor costs and return on investment (ROI)
- Optimize plans and budgets according to the best media mix

Lead Media Buyer Mobinner

10/2019 - 05/2020 New York, USA
Achievements/Tasks
- Sales coordination and media buying: Ad copy creation, lead generation, optimization and performance monitoring
- Buying and selling media on ad formats including push, email, social and pop traffics (CPC/CPM/CPI/CPA)

Marketing Director Aurum

01/2018 - 05/2020 Lincoln, NE, USA
International women's fashion brand (e-commerce)
Achievements/Tasks
- Recruit, train and manage a team of 10 marketing and CRM; Analyze the competition in the USA and Australian markets
- Grow branded and non-branded traffic through SEO; Increased Instagram following over 476% and Facebook 218% in 2019; Collaborated over 500 influencers worldwide

Marketing Specialist APEX Limited U.K

07/2018 - 11/2018 Contract / Tallinn, Estonia
Achievements/Tasks
- Building and maintaining healthy relations with organizations on the cryptocurrency industry
- SEO of inbound traffic, cultivation of leads and sales; Monitoring media activity to capitalize on coverage and promotional opportunities

SKILLS

- Social Media Marketing
- E-commerce
- Lead Generation
- Affiliate Marketing
- Facebook Ads
- Email Marketing
- Content Creation
- Public Speaking

EDUCATION

Master's Degree on Business Administration (MBA)
Tallinn University of Technology - TalTech
2019 - Present Tallinn, Estonia

Inter-university Exchange Program: Marketing and Communications
Nebraska Wesleyan University
2017 - 2018 Lincoln, Nebraska, USA

Erasmus Exchange Program: Business Management
Universidad de Huelva
2016 - 2017 Huelva, Spain

Bachelor's Degree on Business Administration (BBA)
University of Tartu
2015 - 2019 Tartu, Estonia

LANGUAGES

- | | |
|--|---|
| English
<i>Native or Bilingual Proficiency</i> | Azerbaijani
<i>Native or Bilingual Proficiency</i> |
| Spanish
<i>Professional Working Proficiency</i> | Russian
<i>Professional Working Proficiency</i> |
| Turkish
<i>Native or Bilingual Proficiency</i> | Estonian
<i>Limited Working Proficiency</i> |

WORK EXPERIENCE

Marketing and Sales Manager Timothy Mills & Associates LLC

08/2017 - 07/2018

Lincoln, NE, USA

Achievements/Tasks

- Market search and apprise antiquated items to buy and resale on eBay and Shopify platforms; Generated over \$20,000 profit consistently per month
- Analyzed the performance of all marketing programs to identify the best opportunities for optimization

Brand Marketing Manager Silver English

03/2016 - 02/2019

Tartu, Estonia

First online language learning platform in Azerbaijan

Achievements/Tasks

- Founded the first online English learning platform in Azerbaijan
- Invented new ideas for branding; Reached over 350 students from 10 different countries

Marketing and Communications Manager R84 Multifactory

04/2017 - 09/2018

Contract / Mantova, Italy

Achievements/Tasks

- Structured merging of social networks to find new clients to join the European Projects; Supported the team on digital marketing and management
- Hosted 7 international events in collaboration with local municipality and partner organizations

Communications Manager ESN Estonia

06/2016 - 07/2017

Tartu, Estonia

Achievements/Tasks

- Coordinated social media accounts; Organized events and advertised using weekly newsletters emailed to students
- Tracked statistics on organization's follower engagement and reported back to manager on a monthly basis

Social Media Coordinator SPARE International

01/2013 - 12/2016

Baku, Azerbaijan

Achievements/Tasks

- Managed change and adopt social media into the corporate culture; Arranging for appropriate training when needed
- Planned organizational social media campaigns; Sourcing and recruiting volunteers through various techniques

HONORS & AWARDS

Employee of the Year Award (12/2016)

Nominated as Employee of the year for consistently outstanding performance and work ethic at SPARE Program

Harry & Reba Huge Foundation Stipend (06/2017)

Stipend for the exchange studies at NWU / USA

Tuition-Waiver Scholarship (09/2015)

University of Tartu / Estonia

LICENCES AND CERTIFICATIONS

Certified Marketing Mentor

2DigitsGrowth Acceleration Program / Barcelona, Spain

Licensed Project Manager (2018 - Present)

International Association of Project Managers / Liechtenstein

OLS English Language Exam (2017 - Present)

C2 - Proficient Speaker

International Turkish Proficiency Test (2014 - Present)

C1 - Proficient Speaker