

Ilyas Farhadli

(+994)51 5311231 | ilyas.farhadli@gmail.com | Baku, Azerbaijan

COMMUNICATION & DEVELOPMENT SPECIALIST

Marketing & Development Professional with over 5 years' experience in creating and implementing communication, marketing, business development, public relations, advertising, and marketing campaigns within different organizations. Experienced in entrepreneurship, business model, project management and teamwork. Effective at creating and implementing communication and marketing strategy to improve brand awareness and significantly enhance online communications. Critical and creative thinker.

CORE STRENGTHS

- Strategic Communication
- Social Media Management
- Critical Thinking
- Social innovations
- Entrepreneurship
- Business Development
- Marketing Strategies & Campaigns
- Public Relations
- Developing Visuals (Photo/ Video)

PROFESSIONAL EXPERIENCE

BAKU IDEALAB/ EURASIA PARTNERSHIP FOUNDATION

Sep 2018 – March 2020

Development and Communication Manager

Baku, Azerbaijan

Developing and executed communication strategy for the organization. Increased member engagement of current member initiatives and involved new initiatives. Developed development and re-branding strategy for the organization.

- Increasing online reach of organization by successfully developing an online presence strategy;
- Serving as organization's representative: participating on different in local and international events which brought 2 huge contracts and 4 partnership activities;
- Developed new direction for the Lab such as: social innovation and technologies.
- Contemplated and implemented Social Business School

TRAINING ASSISTANT for Rashad Bayramov

Oct 2017 – Jan 2019

Freelancer

Baku, Azerbaijan

- Conducted research and develop a report on new theories, trends and approach in corporate training methods and effective communication;
- Compiled training materials for corporate trainings and developed catchy presentations;
- Developed gamification and interaction means to increase the efficiency of trainings

MOZAIK PRINTING

Jan 2018 – Oct 2018

Marketing Communication Specialist

Baku, Azerbaijan

Developed and implemented marketing communication strategy for the company to develop awareness and brand reputation among public and direct communication strategy for targeted potential customers. Developed new product lines for the company and pitching top clients in each category.

- Achieved to bring new big and medium clients by direct and mass efficient marketing campaigns in precise time;
- Developed new customer acquisition and current customer retention and harvesting rate by creating comprehensively strong customer relations with traditional and new marketing campaign.

PORSCHE CENTER BAKU & BAKIKHANOV RESIDENCE

Nov 2017 – Jan 2018

Marketing Specialist

Baku, Azerbaijan

Established marketing strategy and activities to develop brand awareness. Establish strong online communication by creating social media content, including designs and videos.

- Involved residences and Porsche owners to promote brands by direct marketing and different marketing activities.
- Established buyer and potential buyers' data for after sales campaigns.

- Engaged with potential and current customers across social platforms and traditional channels.

TRAINER

2017 – ongoing
Azerbaijan

Freelancer

- Conducted Training for “[Makers’ Day](#)” at Baku Engineering University.
- Conducted entrepreneurship mindset training for UNICEF’s [AYAP centers](#) in Barda, Goranboy, Tartar for teenagers.
- Conducted Social Business Training for Social Business Center Youth.
- Developed and published [Social Innovation Handbook](#) for Trainers.
- Developed one month’s training and mentorship module of Social Entrepreneurship for [Social Business School](#) funded by UK Government.
- Conducted Entrepreneurship Mindset Training for UNDP’s [SYSLAB Ganja](#).
- Conducted “Machine Learning Based Startups” training for [Baku Business Factory](#) interns from Azerbaijan University of Architecture and Construction.
- Conducted Mentorship and training at [Boys Innovation Camp](#) funded by US Embassy.

BAKU BUSINESS FACTORY

July 2016 – Nov 2017
Baku, Azerbaijan

Mentor

Conducted mentorship and support for the new residences and alumni of mentorship program of the incubation center

OBANATUR

July 2016 – Nov 2017
Baku, Azerbaijan

Public Relation and Marketing Manager

Developed high-impact marketing strategy to reach more customers and making brand one of the representing of healthy lifestyle. Developed a marketing communication plan including strategy, campaigns and initiatives to improve public perception and image of company. Established b2b relations and developed sales. Created internal and external communication system by using online media channels and digital tools like CRM system.

- Create and implemented strategic digital campaigns by developing digital presence of company through SMO/SEO and targeted social media marketing campaigns;
- Monitored and analyzed sales trends on new product launches;
- Achieved to establish close relations with different stakeholders including farmers, government authorities, influencers and business organizations that developed b2b and b2c sales, reach, caused to gain financial and operational support by the government;
- Reduced inventory loss by successfully establishing efficient mobile app and CRM.

NATIONAL YOUTH COUNCIL AZERBAIJAN (NAYORA)

Nov 2014 – Apr 2015
Baku, Azerbaijan

Social Media Manager

Managed all social media and digital accounts of the organization. Established relations with member organizations and international partners by using digital resources. Assist the development of promo products and digital content.

- Designed and implementing social media strategy for organization and its projects:
- Organized up-to-date digital activities for organization and projects.

MINISTRY OF FOREIGN AFFAIRS

July - Aug 2014 / May 2015
Baku, Azerbaijan

Intern

Actively participated in preparation and editing reports and any other relevant project documents. Organized meetings. Book keeping.

EDUCATION

ACADEMY OF PUBLIC ADMINISTRATION

Sep 2011 – May 2015
Baku, Azerbaijan

Bachelor of Science: International Relations (Distinctive Diploma)

LANGUAGE SKILLS

Azerbaijani – native | **English** – proficient user | **French** – basic user

TECHNICAL SKILLS

Microsoft Office | Adobe Photoshop | Adobe CorelDRAW | Adobe Illustrator | Adobe Premiere | R Studio

MAIN CERTIFICATES

Intro to Data Science IBM Online Resource Center – Certificate	Jan 2020 Online
Intro to Data and Data Science 365 Data Science – Certificate	Feb 2020 Online
Introduction to Python 365 Data Science – Certificate	Apr 2020 Online
Probability 365 Data Science – Certificate	March 2020 Online
Tableau 365 Data Science – Certificate	March 2020 Online
Mathematics 365 Data Science – Certificate	March 2020 Online
Statistics 365 Data Science – Certificate	March 2020 Online
Data Science Toolbox By John Hopkins University via Coursera – Certificate	Feb 2020 Online
An Entire NBA in One Course by Chris Haroun Online Course at Learn@Forbes – Certificate	Jan 2020 Online
Megaphone International Conference Tech Soup Europe	11-13 Nov 2019 Budapest, Hungary
Camp-Camp international Training PCSC	May – July 2019 Chisinau, Moldova
Emerging Leaders Fellowship People in Need Organization	May – July 2019 Prague, Czech Rep.
Story-Telling Seminar People in Need Organization	15-19 Feb 2019 Kvareli, Georgia
Youth and State: Partnership for Development Eastern Partnership Civil Society Forum	7-8 December Lviv, Ukraine
Eastern Partnership Youth Conference Youth For Entrepreneurship Eastern Partnership Civil Society Forum	8-9 November Vienna, Austria
Communication and Outreach Workshop Organized by European Union Head Office	11-12 Dec 2018 Baku, Azerbaijan
EuroSchool 2018 Communication Trainer	28-30 Aug 2018 Shabran, Azerbaijan
Business Development for Startups and Tech Companies Online Course at Udemey – Certificate	Jun 2018 Online
3 Steps To Raising Capital Online Course at Udemey – Certificate	May 2018 Online

Small Business Lead Generation

Online Course at Udemy – **Certificate**

May 2018

Online

SME (Small and Medium-sized Enterprises) Academy

Three days' intensive trainings on marketing, PR and communication held by EU4Business and East Invest.

27-29 Jun 2017

Baku, Azerbaijan

Certification of Business Developing and Entrepreneurship

Three days' intensive trainings by Skolkovo industrial park representatives of the Russian Federation - **Certificate**

17 - 18 Apr 2017

Baku, Azerbaijan

Tolerance Trumps Hate - High Level Conference in the Framework of Council of Europe

Participant in Communication workshop. Contributing to generate Communication Plan proposal for EU in fighting against hate.

May 2015

Brussels, Belgium