

Elshan Aslanov

27.07.1997

Contact info

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Education

UNEC

Business and Management
Grad. May 2018 | Score: 83.67

Certificates

Google Analytics 4
by Analytics Mania

Intermediate Google Tag Manager
Course + Advance Topics
by Analytics Mania

Skills

Language

- Azerbaijani (native)
- English (fluent)
- Turkish (fluent)

Digital

- Google Ads
- Google Search Console
- Google Analytics 4
- Google Tag Manager
- Meta Ads Manager
- Semrush
- Ahrefs

Coding

- HTML
- CSS

Others

- Blogging
- Consulting
- Teaching

Experiences

NAR (Azerfon) January 2022 - Now

Defining necessary processes, standards, requirements, tactics, and resources to execute the digital strategy
Setting up and using multiple audiences for different ads
Developing a comprehensive approach to performance measurement of web platforms by surfacing insights and recommendations
Tracking and monitoring problems of the company's website and apps
Reporting the results of traffic, engagement and total events
Executing A/B tests to improve key ads
Tracking and segmenting of user data (from the website, apps, and customer lists)
Dealing with digital ecosystem of Nar
Creating multiple tags to track user interactions on website and apps
Adhering to all budgetary guidelines while obtaining approval for all financial matters
Working with retargeting and remarketing lists to increase efficiency of campaigns or ads

SR Group Co (2021 - 2022)

Škoda Azerbaijan, Changan Azerbaijan & Mercedes-Benz Azerbaijan

Creating and implementing digital marketing strategies of all companies
Creating and executing campaigns with multiple goals
Managing the digital aspects of major budget and research campaigns
Managing multiple campaigns on social networks and search engines
Collecting, analyzing and using CRM data to improve effectiveness of campaigns
Tracking, analyzing and monitoring the results of main digital strategy
Reporting the results of traffic, spend, ROI and other performance KPIs
Holding proven track records of successfully using data-led insights
Creating and implementing a social media strategy
Promoting posts on social media platforms and the associated websites
Executing A/B test to get reliable data about successes of campaigns
Analyzing quality of ads to keep ROI, conversions and KPI's
Using remarketing and retargeting to increase conversion rate

AirGroup (AirTransfer) (2019-2021)

Executing main digital marketing strategy of the company
Managing external Agency relationship for digital channels
Monitoring performance and seeking improvement opportunities
Managing paid media budgeting, and forecasting process
Reporting for traffic, revenue, spend, ROI and other performance KPIs
Organizing and supporting the management of social media channels and companies websites

Flocake (2018 - 2019)

Maintaining day-to-day scheduling of all marketing campaigns
Ensuring all campaigns are sending proper message to customers
Creating campaigns on social media Channels and Search Engines
Tracking and analyzing of all digital marketing campaigns
Creating remarketing audiences to increase effectiveness and efficiency of ads
Working with developers to improve website performance to build user-friendly landing pages
Creating A/B test to find out the best versions of creative or audiences