Magsud Jafarov

Head of Digital Marketing

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Professional Summary

Digital marketing leader with a marketing career since 2018 and leadership experience at vibe&wave (ex Havas Media Azerbaijan), Reel Agency, AmberCore, and Plus Agency. Leads teams, develops annual media plans, allocates advertising budgets, and connects campaign KPIs with business goals. Practical capabilities include Google Ads, Meta Ads, Google Analytics, social media, and customer journey analytics. Client experience spans international brands, financial services, and hospitality. Brings product management and development experience to marketing, analytics, and customer experience decisions.

Core Skills

Marketing Leadership: Marketing Strategy, Team Management, Campaign Planning, Brand Management, Client & Stakeholder Management

Performance Marketing: Google Ads, Meta Ads, Media Buying, PPC, Social Media Marketing, Affiliate & CPA Marketing

Budgets & Measurement: Annual Media Planning, Budget Allocation, Budget Optimization, KPI Monitoring, Google Analytics, BI Dashboards, Customer Journey Analysis

Product Management & Development: Product Strategy, Customer Requirements, Feature Prioritization, User Experience, Cross-functional Delivery, Product Analytics, AI & Automation

Technical Product Delivery: Next.js, React, TypeScript, Python, Django, REST APIs, Claude Code, OpenAI Codex

Languages: Azerbaijani, English, Russian

Professional Experience

Head of Digital Marketing

vibe&wave (ex Havas Media Azerbaijan) | Baku, Azerbaijan | 07/01/24-08/01/25

- Led digital marketing and media execution for a portfolio of global and local brands, including Samsung, KFC, Red Bull, Hyundai, Starbucks, BirBank, PASHA Insurance, and Sumqayit Technologies Park.
- Developed annual media budget plans for major client accounts, covering channel strategy, campaign phasing, budget distribution, performance targets, and implementation priorities.
- Directed digital team priorities and campaign delivery across paid media and social channels, aligning execution with client objectives and brand requirements.

Head of Digital Marketing

Reel Agency | Baku, Azerbaijan | 02/2023-08/2023

- Managed digital marketing activities for clients including 166 Logistics, PMD Hospitality, Marriott, and Excelsior, focusing on campaign execution, performance tracking, and account-level optimization.
- Planned and optimized digital advertising budgets across active campaigns to improve efficiency and reduce unnecessary media spend.
- Coordinated campaign delivery and performance review across client accounts, connecting channel decisions with budget efficiency and marketing objectives.

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Ambercore Software LTD | Dubai, UAE | 09/2022-03/2023

- Worked closely with product and development teams to align marketing, analytics, and product decisions with user behavior data.
- Oversaw the creation of an end-to-end BI analytics system designed to track users across the full customer journey, from acquisition to in-product behavior.
- Led digital marketing priorities across product initiatives, connecting paid acquisition, content, and CPA campaigns with customer journey measurement.

Additional Marketing Experience

Digital Marketing Manager | PITS Global Data Recovery Services | New York, USA | 06/2024-08/2024

General Manager | Plus Agency | Baku, Azerbaijan | 08/2023-12/2023

Head of Marketing Department | AA Meta | Abu Dhabi, UAE | 09/2022-03/2023

Digital Marketing Manager | GSS Agency | Baku, Azerbaijan | 04/2022-08/2022

Digital Marketing Manager | IBH | International Business House | London, United Kingdom | 04/2022-07/2022

Digital Marketing Manager | Rookie | Baku, Azerbaijan | 2021-2022

Marketing Manager | Grow Agency | Baku, Azerbaijan | 07/2021-09/2022

Affiliate Marketing Manager | Nayfeel Group | Moscow, Russia | 02/2021-06/2021

Digital Marketing Manager | Baku Crystal Hall | Baku, Azerbaijan | 12/2020-02/2021

Social Media Marketing Manager | Report News Agency | Baku, Azerbaijan | 11/2020-12/2020

Social Media Marketing Manager | Day.Az Media Company | Baku, Azerbaijan | 09/2020-11/2020

Marketing Project Manager | Flame Events | Groningen, Netherlands | 05/2018-01/2020

Product Development Experience

AI Product Engineer | GolemWorkers | Wyoming, USA | 02/2026-present

Design and ship agent workflows, automation logic, and platform features for dedicated OpenClaw-based remote AI agents.

Full-Stack Developer / AI Engineer | Freelance | 08/01/25-present

Translate client needs into product structure, user journeys, implementation tasks, and delivered web applications.

Selected Products

Pulsuz CV Yarat | pulsuzcvyarat.xyz

- Defined the product concept, template structure, and user journey for a free Azerbaijani CV builder; delivered six ATS-oriented templates, visual editing, optional AI suggestions, and PDF export.
- Designed a low-friction onboarding experience with no registration or payment, and made AI suggestions optional and consent-based.

VoxTowns | voxtowns.com

- Developed the product concept, interaction design, and browser delivery for a Baku and Absheron city exploration experience with skyline circuits and free flight.
- Integrated city signals, places, weather, and community layers into the experience, with clear labeling for simulated data.

Education

Studies in Game Design and Development - degree not completed
Hanze University (Groningen, Netherlands) | 2016-2019

Studies in European Law - degree not completed
University of Law (London, United Kingdom) | 2015-2016

Secondary Education
Baku High School No. 23 | Graduated 2015

Certifications and Training

Google Analytics Individual Qualification | Google | Issued May 2022

Google Ads Search Certification | Google | Issued Jul 2022

Google Ads Display Certification | Google | Issued Jul 2022

HubSpot Digital Marketing | HubSpot Academy | Issued Jul 2022