## EMIN AHMADOV

About

## Marketing Country Lead Strategic Brand Architect

20+ years in Branding & Growth

I'm a strategic marketing lead and full-cycle project director with
20+ years of cross-industry experience — including retail, fashion,
electronics, FMCG, fintech, healthcare, automotive, tourism, F&B,
legal, and B2B services.

*What I've* worked with 100+ international and regional brands, localizing *I've* global strategies, adapting campaigns to market realities, and *Done* building long-term brand presence in Azerbaijan.

*How Thelp* I help brands grow, evolve, and scale — through smart positioning, creative leadership, and systems built from the ground up. My work unites strategy with execution, turning ideas into impact.

How I build teams

I bridge creative, operational, and strategic layers by aligning copywriters,
designers, developers, and C-level teams around a shared direction.
I also coach internal teams to sharpen execution and boost marketing IQ.

📕 Marketing is more than strategy — it's about speed, precision, and bold thinking

WORK EXPERIENCE

#Strategic Marketing & Branding #Campaign Development #Team Leadership #Product Positioning Marketing #360 Marketing #Visual Strategy #Retail & Banking #Digital Marketing & Advertising #Collaborations #Copywriting & Creative Direction

2000-2005	2005-2009	2007-2009	2009-2016	2016-2018	2018-2022	KISS 2022-present
Freelance Marketing & Promo Projects Outdoor, Design, ATU/BTL Events, Waxed Particular Constitue Strategie	ADV agency Co-Founder & Deputy Director Specializing in Strategic Marketing	Trojka Energy Marketing Curator & Brand Development (Parallel to FCI)	RAR group Chief of Marketing & Advertising department 25+ monobrand boutiques in Azerbaijan	Integral   Maxi.az Head of Marketing   Retail & Visual Strategy	Baku Electronics Head of Marketing – Home Category Head of Marketing Communications, Advertising & PR	Marketing Director & Brand Strategist Embedded CMO - Systems Architect

## **A A A TEAM SYSTEM OVERSIGHT & ROLE-BASED EXPERTISE**

This is an example of how I structure, manage, and guide teams — not only delegating tasks but also understanding the core responsibilities, workflows, and skillsets of each role across all levels. I don't just lead departments — I collaborate closely with other divisions, know how every cog in the machine works, and can step in with guidance or hands-on support when needed.



## Send Hello!

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This document reflects the balance of strategy, creativity & clarity. All content is a condensed summary of dozens of A4 pages — shaped by years of real experience. See more www.emin-ahmadov.com

