

# EMIN AHMADOV

**Marketing Country Lead**  
**Strategic Brand Architect**  
**20+ years** in Branding & Growth



**Who I am**

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 Done**

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

**How I help**

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**

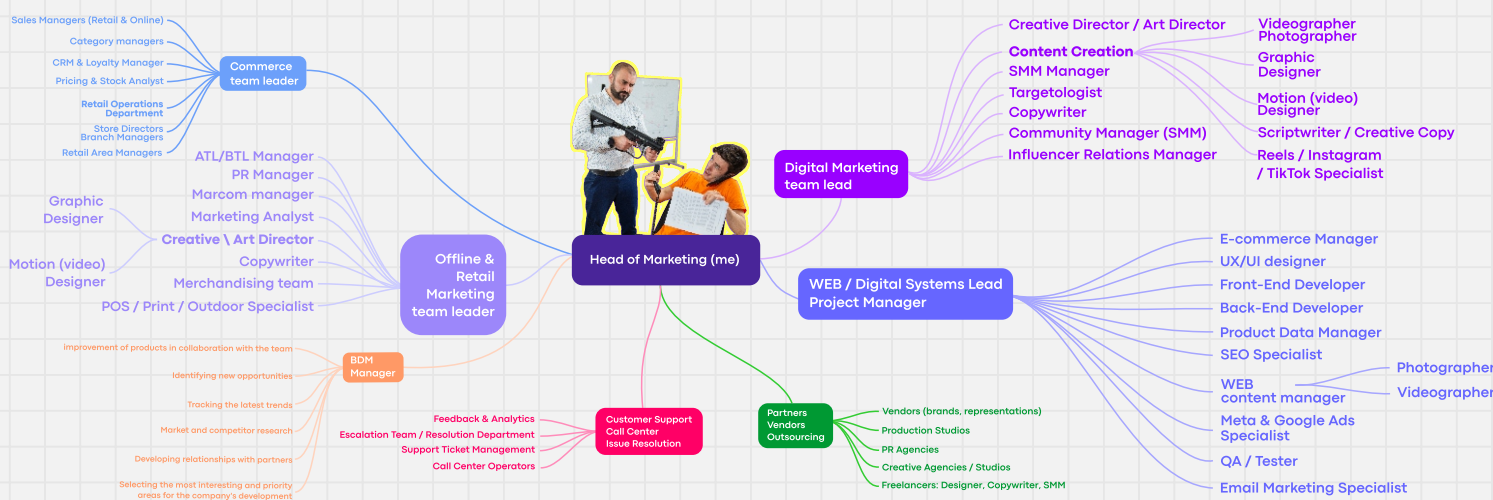
## WORK EXPERIENCE

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



## 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](http://www.emin-ahmadov.com)

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