

SUMMARY

A results-driven professional with a versatile background of 7+ years of experience in Event Management, Communications, Press Operations, and Client/Guest Management. With a strong focus on hands-on execution contributed to the successful delivery of numerous global sports and motorsport events. Through these opportunities, skillfully developed proficiencies in event operations, client management, venue oversight, etc. Adept at fostering strong relationships with partners and stakeholders to enhance event experiences due to excellent leadership and communication skills.

EXPERIENCE

10/2024 - Present

COP 29 OPERATIONS COMPANY - ORGANIZER OF THE COP 29 - THE 2024 UN CLIMATE CHANGE CONFERENCE | BAKU, AZERBAIJAN

Guest Services Coordinator / Guest Services Department (Contract-based)

- Overseeing the operations of guest services in designated zones
- Ensuring that all guest service processes run smoothly and efficiently
- Coordinating supervisors assigned to guest services
- Assigning tasks to supervisors and monitor their performance to ensure high-quality service delivery
- Handle any issues or concerns raised by delegates, escalating to the Guest Services Manager as needed

06/2024 - 09/2024

BAKU CITY CIRCUIT OPERATIONS COMPANY - ORGANIZER OF FORMULA 1 QATAR AIRWAYS AZERBAIJAN GRAND PRIX 2024 | BAKU, AZERBAIJAN

Fan Zone Coordinator / Events and Ceremonies Department (Contract-based)

- Planning and executing engaging activations and interactive experiences for event attendees within Fan Zone;
- Managing setup, decoration, and logistics to ensure a welcoming and organized fan zone environment;
- Training and supervising a team of 5 team leads to assist in fan zone operations and activities;
- Monitoring fan zone activities to ensure safety, compliance with event regulations, and a positive attendee experience;
- Conducting post-event evaluations, collected feedback, and prepared reports to assess fan zone effectiveness.

10/2023 - 03/2024

SAUDI MOTORSPORT COMPANY - FORMULA 1 SAUDI ARABIAN GRAND PRIX 2024 | JEDDAH, SAUDI ARABIA

Media Operations Manager / Media Centre Project Manager (Contract-based)

- Oversaw all media operations (Media Centre, Media Accreditation Centre, TV, Media Pen, and Press Conference Room) following FIA guidelines;
- Directly managed media services; (accreditation, visa, transport, accommodation)
- Directly worked with the FIA Communications office /Formula 1 to ensure that media center and media operations are in place;
- Made sure key FF&E, Technical, Wayfinding, Branding, and Hospitality (catering) requirements were in place and collaborated with internal stakeholders while doing so;
- Oversaw all media activities & and events in SAGP 2024; (press conferences, media track tours, and workshops)
- Managed a team of three accountable for media venue operations and media services.

July 2-9, 2023

FIFA BEACH SOCCER WORLD CUP 2024 - EUROPEAN QUALIFIER | BAKU, AZERBAIJAN

Liaison and Media Venue Operations Officer (Freelance)

- Served as the key point of contact and liaison between Beach Soccer Worldwide (BSWW) and the co-organizers, as well as external stakeholders;
- Coordinated media events: press conferences, interviews, and national media coverage
- Managed media operations during the event and a team of 10+ volunteers;

June 26-29, 2023

UNESCO GLOBAL SPORTS CONFERENCE - MINEPS VII | BAKU, AZERBAIJAN

Media Operations Officer/ Local Organizing Committee (*Freelance*)

- Acted as a communications focal point between UNESCO and LOC;
- Oversaw the day-to-day operations of the media venue;
- Coordinated all aspects of media operations to ensure successful execution;
- Worked closely with national and international media, and coordinated stakeholder relations.

01/2023 - 10/2023

BAKU CITY CIRCUIT OPERATIONS COMPANY - ORGANIZER OF FORMULA 1 AZERBAIJAN GRAND PRIX 2023 | BAKU, AZERBAIJAN

PR & Communications Coordinator / General Director's Office (Events, Comms & PR, CSR) (*Full-time*)

- Directly reported to the Head of the Department and managed a team of five;
- Developed race-time operations, events & PR roadmap for the 2023 Formula 1 Azerbaijan Grand Prix;
- Managed coordination of 10+ media events and oversaw PR and CSR activities;
- Liaised with key suppliers and key stakeholders (FOM, FIA, local and international media) for the success of Azerbaijan GP;
- Oversaw both internal and external communication (press releases, interviews, web publications, newsletters) with 60+ local media outlets;
- Provided post-race reporting of the 2023 F1 Azerbaijan GP
- Closely worked with the F1 Race Promotion team on CSR & Sustainability planning (organized paddock sustainability operations in venue operations including fan zone)

01/2022- 01/2023

BAKU CITY CIRCUIT OPERATIONS COMPANY - ORGANIZER OF FORMULA 1 AZERBAIJAN GRAND PRIX 2022 | BAKU, AZERBAIJAN

Communications & PR Lead / General Director's Office (Communications, PR, Events and CSR) (*Full-time*)

- Worked with the Communications supervisor to develop a pre-race and post-race Comms operations for the Grand Prix;
- Planned and organized 10+ media events; (media sightseeing tour of the 2022 F1 Azerbaijan Grand Prix, pre-race media seminars, media gatherings, and social events for local and international media)
- Acted as a key contact for media operations between 100+ international journalists and Formula 1 Media Centre staff;
- Coordinated annual BCC Sustainability (CSR) team (Green Committee) events and activities;
- Handled both internal and external communication (press releases, interviews, web publications, newsletters) with 100+ local media outlets.

08/2021 - 01/2022

BAKU CITY CIRCUIT OPERATIONS COMPANY - ORGANIZER OF FORMULA 1 AZERBAIJAN GRAND PRIX 2022 | BAKU, AZERBAIJAN

Communications & Events Specialist / General Director's Office (PR, Events, CSR) (*Full-time*)

- Handled local and international PR of the F1 Azerbaijan Grand Prix (press releases, PR activities, interview requests);
- Oversaw race-time written content; (media kits, press releases, newsletters, press clippings)
- Researched, planned, and managed race-time CSR activities
- Coordinated events/activities within the CSR scope and in line with Formula 1's goal to be Net Zero Carbon by 2030;

03/2021 - 07/2021

BAKU CITY CIRCUIT OPERATIONS COMPANY - ORGANIZER OF FORMULA 1 AZERBAIJAN GRAND PRIX 2021 | BAKU, AZERBAIJAN

Content Specialist (Marketing & Communications Department) (*Full-time*)

- Edited and translated the Formula 1 publication at the 2021 Formula 1 Azerbaijan Grand Prix (hard copy and digital), including media kits and key technical guidelines, promotional pieces;
- Coordinated corporate communications, internal and external written communication;
- Reviewed and edited F1 sport-related content pre-race and race-time.

11/2017 - 03/2020

SAYMORE TRAINING & DEVELOPMENT | BAKU, AZERBAIJAN

Sales & Marketing Officer (Full-time)

- Achieved monthly sales targets for soft skills training programs offering customized solutions;
- Generated leads through various channels, including cold calling, email campaigns, and networking events, resulting in a significant increase in the client base.
- Utilized digital marketing techniques, such as social media advertising and SEO
- Collaborated cross-functionally with internal teams and organized 30+ teambuilding events.

06/2018 - 12/2019

WHELP, INC | WARSAW, POLAND

Whelp is an omnichannel platform that provides a unified customer view and AI-powered automation. (For more info: whelp.co)

Account & Partnerships Manager (Full-time)

- Formed relations with clients based on needs, and product value, and maintained relations with 30+ key accounts.
- Organized various pitching events and established partnerships, conducted the company transition to Poland, Warsaw;
- Collaborated with the team to improve the user experience of the platform, and conducted inductions and training of the software.

April 2017

WORLD CUP FIG RHYTHMIC GYMNASTICS | BAKU, AZERBAIJAN

Guest Relations & Delegations Officer (Freelance)

- Managed all aspects of guest relations, ensuring exceptional experiences for visitors, clients, and VIPs.
- Coordinated the planning and execution of delegations, including logistics, scheduling, and accommodation arrangements.
- Provided on-site support and assistance during delegation visits, serving as a representative of the company and ensuring guest satisfaction.

10/2016 - 09/2017

GLOBAL INDUSTRIAL EVENTS - ORGANIZER OF EXHIBITIONS, TRADE SHOWS AND CONFERENCES | BAKU, AZERBAIJAN

Sales Team Leader (Full-time)

- Achieved a monthly sales target of 20000 EUR for the International Oil and Gas Summit held in Baku, Azerbaijan, (March 2017) and Green Shipping Summit in Athens, Greece; (November 2017)
- Acted as a key person for event management and managed a team of three;
- Handled sales funnel, and after-sale customer service;

ADDITIONAL PROJECTS

- Red Bull Car Park Drift Azerbaijan 2022 (October 2022 | Baku, Azerbaijan)
- Baku V1 Challenge Cup (November 2022 | Baku, Azerbaijan)

VOLUNTEERING EXPERIENCE

- World Championship on Sport Capoeira, 2013, Baku, Azerbaijan - Stage Management
- 2012 Eurovision Song Contest 2012 - Spectator Services

EDUCATION

2014 - 2015

TALLINN UNIVERSITY - TALLINN, ESTONIA

Social Sciences /Liberal Arts/ Erasmus Mundus Exchange scholarship grantee

- Humanities, Social Sciences, Information Marketing, Crossmedia studies

2011 - 2016

AZERBAIJAN UNIVERSITY OF LANGUAGES - BAKU, AZERBAIJAN

- B.Sc.Translation studies/ Interpreting (English - Azerbaijani)

LANGUAGES

- English - fluent
- Russian - fluent
- Azerbaijani - native
- Turkish - native
- German - beginner

CERTIFICATES

Certified Digital Marketing Professional Digital Marketing Institute/Issued Aug 2020/ [Credential ID22991952](#)

REFERENCES

Available upon request.