



AYYUB BINNATALIYEV

Digital Marketing Expert



+994 70 809 40 51



ayyub.binnat@gmail.com



Baku, AZ



Summary

Strategic Digital Marketing Specialist with 5+ years of experience driving growth across fintech, iGaming, and agency sectors. Proven success in paid media, SEO, and CRO – consistently reducing CPA, increasing retention, and boosting ROAS. Adept at leading multi-channel campaigns, collaborating with product and design teams, and turning insights into impact. Certified by Google, Meta & DMI. Currently seeking to apply performance marketing expertise in a growth-focused, data-driven team.

Experience

Sinteks Group of Companies

Digital marketing specialist | E-commerce

Baku

04/2025 - Present

- Multi-Channel Ad Management: Managed and optimized high-budget Meta & Google Ads campaigns for premium retail platforms (Emporium, Premium Outlet) to drive qualified traffic and maximize ROAS.
- E-Commerce Growth & Localization: Spearheaded digital marketing initiatives, aligning performance channels with seasonal promo campaigns to boost online brand visibility and customer acquisition.

Scorewatt

Founder / Product marketing expert

Baku

04/2025 - Present

- Founded and currently leading Scorewatt, overseeing a cross-functional team of 3 developers and 1 UX/UI designer
- Directed end-to-end product development, from concept to deployment, ensuring timely delivery and scalability
- Managed SEO and digital marketing strategy, achieving consistent growth in organic traffic and user acquisition
- Implemented data-driven decision-making across product and marketing initiatives, aligning KPIs with business goals
- Combined entrepreneurial leadership with technical and marketing expertise to drive sustainable growth

Caspiantech CJSC (Sports betting)

Senior Digital Marketing Specialist

Baku

04/2025 - 01/2026

- Launched and optimized paid campaigns across Meta and Google Ads, reaching CTR rates of 5–7% in the first month
- Data-Driven Strategies: Proficient in using data analytics tools (e.g., Google Analytics, Yandex Metrica) to monitor KPIs
- Increased daily traffic to landing pages by 40%+ using high-performing ad copies and funnel restructuring
- Designed and implemented UTM tracking strategy for accurate campaign performance monitoring via GA4
- Built remarketing segments for inactive users, leading to a 9% reactivation rate in early retargeting efforts

MPAY CJSC (Fintech)

Digital Marketing Specialist

Baku

10/2024 - 04/2025

- Implemented a structured marketing funnel for the website, optimizing user journey and increasing conversions.
- Data-Driven Strategies: Proficient in using data analytics tools (e.g., Google Analytics, Yandex Metrica) to monitor KPIs
- Boosted app conversion rate by 20% through data-driven CRO strategies
- Reduced CPA by 5% by optimizing ad campaigns and improving targeting
- Skilled in working with product teams, designers, and developers to align marketing strategies with product enhancements

PIN-UP GLOBAL (iGaming)

Digital and Content Marketing Specialist

Ukraine (remote)

08/2023 - 09/2024

- SEO Copywriting Blogging
- Optimized conversion funnel, leading to a 25% improvement in user retention
- Reduced CAC (Customer Acquisition Cost) by 8% through enhanced audience segmentation and targeting.
- Content Optimization
- Scaled ad campaigns across multiple platforms, improving overall ROAS

EFOR Digital Agency

Digital Marketing Specialist

Baku

04/2024 - 08/2024

- Engage audiences, driving traffic to websites, and boosting brand awareness
- Skilled in social media advertising and analytics
- Capable of measuring campaign performance and making data-driven decisions

Webcoder Digital Agency

Baku

Digital Marketing Specialist

09/2022 - 12/2023

- Increased organic traffic by 75% through on-page and off-page SEO strategies
- Improved keyword rankings, achieving top 3 positions for 35% of targeted keywords
- Boosted CTR (Click-Through Rate) by 30% with optimized meta tags and compelling titles
- Enhanced organic conversion rate by 25%, refining landing page experience and internal linking

Khazri Travel

Baku

Social Media Marketing Specialist

01/2019 - 07/2021

- Responsible for developing and executing social media strategies across various platforms at Khazri Travel Agency
- Experienced in managing social media campaigns, analyzing data and metrics, and developing social media advertisements

Skills

- Performance marketing • Paid acquisition strategy • Customer acquisition cost (CAC) • Conversion Rate Optimization • Campaign attribution
- Multi-channel funnels • Google Tag Manager (GTM) • A/B testing • Semrush • Retargeting strategy • Stakeholder collaboration

Education

Azerbaijan Tourism and Management University

2017 - 2021

Bachelor of International Relations

Code Academy

2022 - 2023

Digital Marketing

Courses & Certificates

Certified Digital Marketing Professional (DMI)

The Digital Marketing Revolution | **University of Illinois Urbana-**

Google ADS Certification by **Google Certified**

Champaign

Digital Marketing Associate by **META**

Fundamentals of Marketing Strategy | **University of London**

Google Partners Programme **Google Partner**

Content Marketing Foundations by **LinkedIn**

PPC Fundamentals by **SEMrush Academy**

Languages

- English - B2
- Azerbaijani - Native
- Russian - A2

Interests & Hobbies

- Travel
- Guitar
- Football
- Books