

## SUMMARY

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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 and etc. Adept at fostering strong relationships with partners and stakeholders to enhance event experiences due to excellent leadership and communication skills.

## EXPERIENCE

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Oct 2023 - March  
2024

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

#### **Media Operations & Relations Manager (MarCom department, Contract-based)**

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

July 2-9, 2023

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

#### **Liaison and Media Venue Operations Manager (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
- Collaborated with the venue management team to ensure that the sports facilities and venues meet the event requirements and standards;
- Managed media operations during the event and a team of 10+ volunteers;
- Coordinated bump-in and bump-out operations to meet the highest standard to ensure comfortable media operations for all parties.

June 26-29, 2023

### **UNESCO GLOBAL SPORTS CONFERENCE - MINEPS VII | BAKU, AZERBAIJAN**

#### **Media and Venue 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;
- Provided guidance and support to the operations team to maintain quality standards;
- 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 | BAKU, AZERBAIJAN**

**Senior 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 | BAKU, AZERBAIJAN**

**Communications 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 50+ local media outlets.

08/2021 - 01/2022

**BAKU CITY CIRCUIT OPERATIONS COMPANY - ORGANIZER OF FORMULA 1 AZERBAIJAN GRAND PRIX | 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 | 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 and Marketing Officer (Full-time)

- Achieved monthly sales targets for soft skills training programs offering customized solutions;
- Established professional relations with leading companies in Azerbaijan and abroad, conducted needs analysis;
- Handled customer requests, 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](http://whelp.co))

### Account & Partnerships Manager (Full-time)

- Formed connections with clients based on needs, and product value, and maintained relations with key accounts.
- Traveled to European countries representing the start-up 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

### Delegation & Guest Relations (Freelance)

- Coordinated assigned tasks by delegations heads to ensure seamless execution of the event;
- Worked with the guest relations team to provide the best experience for VIP guests, including athletes, sponsors and etc.

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

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

## VOLUNTEERING EXPERIENCE

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

## EDUCATION

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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

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

## CERTIFICATES

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

## REFERENCES

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Available upon request.