

BARAT GUBATOV

Dynamic Project Manager with 8+ years of experience across marketing, events, and the creative industries. Proven ability to lead cross-functional teams, manage high-impact projects, and foster strong client and partner relationships. Adept at balancing strategic thinking with hands-on execution, with a growing focus on international collaboration and music management.

EDUCATION

Bachelor's in International Economic Relations

Azerbaijan State Economic University

September 2008 – July 2012

SKILLS

- Project & Event Management
- Marketing & Digital Campaigns
- Copywriting & Creative Concepting
- Communication & Stakeholder Engagement
- Music Management & Production
- Vendor & Influencer Coordination
- PR & Media Relations
- Team Leadership & Supervision
- Content Strategy & Development
- Branding & Visual Identity – management
- Sponsorship & Partnership Management
- Budget Planning & Cost Control
- Social Media Strategy & Management
- Crisis Communication & Issue Management
- Audience Research & Insights
- Contract Negotiation & Management

LANGUAGE

- Azerbaijani – Native
- English – Professional Working Proficiency
- Russian – Fluent
- Turkish – Intermediate / Working Knowledge

COMMUNITY and CULTURAL PROJECTS

Coordinated cultural and art projects, including events, concerts, and creative productions. Managed content and project development for local artists, musicians, and digital initiatives, while supporting community-focused efforts blending culture, tourism, and storytelling. Contributed to the creation of a touristic map for Balakhany village as part of a local cultural development initiative.



Baku, Azerbaijan



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EXPERIENCE

Publicis Azerbaijan

2021 To Present

Account and Project Manager / Baku

Lead client relationships and manage 360° campaigns for global brands such as **PEPSI**, **LAY'S**, **DORITOS**, **GSK**, **SAMSUNG**, **BORJOMI**, and **SANDORA**, as well as local market leaders **NAR (telecom)** and **CityNet (internet provider)**

Supervised and coordinated full production cycles for influencer content, social media campaigns, OLV (online video), OPL (online placement), and TVC (television commercials)

Led on-set coordination and creative execution for video shoots across various platforms and formats

Developed and implemented content strategies tailored to digital audiences and brand positioning

Worked closely with production agencies, creative teams, and talents to ensure storytelling consistency and brand impact

Delivered campaigns on time and within budget while maintaining high creative standards

CirtDan Pro / Alternative Music Platform

2016 To Present

Founder / Creative Project Director

Manage a creative platform supporting new musicians and talents

Oversee music and video production, artist branding, and talent scouting

Launched product placements and jingles for: **PEPSI**, **Doritos**, and **RabitaBank**

Ahmedowsky (Jazz-Funk Band)

2021 To Present

Band Manager

Manage branding, promotion, and project coordination for the jazz-funk band Ahmedowsky

Organized the release of the debut album "Yollar", overseeing production, marketing, and distribution

Develop performance opportunities, manage media relations, and support the band's growth in local and international markets

PUBLIC TV (Ictimai TV)

2020 to 2021

Editor at Yeralti TV show

Wrote scripts, hosted content, organized shoots, and booked guests

Developed relevant cultural and entertainment content for youth audiences

ADZONE ADV AGENCY

2018 To 2020

Project Manager & Event Consultant / Baku

Managed large-scale national and international events, including VI **Baku International Humanitarian Forum**, **UNESCO 43rd World Heritage Committee session**, **Innoweek**, **BEF**, **Caspian Innovation Conference**, **Nasimi Festival**, and **Coca-Cola campaigns**

Oversaw event logistics, team coordination, stakeholder communication, and on-site execution

Led cross-functional teams, ensuring smooth project delivery and high client satisfaction

ikiqat.com / Media Portal for Youth

2018 To 2021

Project Manager & Chief Editor

Co-founded and managed iqiqat.com, a creative platform focused on music and events

Organized concerts and parties, managed post-production and media partnerships. Led editorial content and overall project coordination

KEY INTERESTS

- Music production and project management (Cirtan Pro, Ahmedowsky Trio)
- Content development and digital media projects (ikiqat.com, Cirtan Pro)
- Event organization and cultural project coordination
- Reading and research in music, media, and creative industries

EXTRAWEB LLC

2017 To 2018

Digital Marketing Manager / Baku

Managed social media and digital advertising campaigns for multiple clients

Developed content plans, conducted market research, and optimized online brand presence

Strengthened client engagement through targeted digital strategies

PRONET LLC

2017 To 2018

Digital Marketing Manager / Baku

Developed and executed digital advertising plans

Conducted market research, competitor analysis, and digital strategy development

IC NET LLC / VSS GROUP LLC

2014 To 2017

Project Manager

Managed ongoing IT projects, ensuring resources, timelines, and client requirements were fully met

Provided operational support to project teams and coordinated all project needs, from technical equipment to staffing

Acted as the main communication link between clients and internal teams, ensuring smooth project execution and client satisfaction