

JULIA GULUSTAN NAGHIYEVA

Account Management | Brand Management | Project Management | E-commerce & Retail Operations

201.233.7718 | gulustan.naghiyeva@gmail.com | [linkedin.com/in/gulustan-naghiyeva](https://www.linkedin.com/in/gulustan-naghiyeva)

PROFESSIONAL SUMMARY

Commercial and Project Management professional with 7+ years of experience across e-commerce, luxury retail, and international brand management. Proven track record delivering category growth, managing \$1M+ budgets, and leading supplier partnerships, promotional campaigns, POS activations, and cross-functional projects. Experienced collaborating with international brands, suppliers, and stakeholders to drive commercial performance and customer engagement.

CORE COMPETENCIES

Account Management • Client Relationship Management • Project Management • Promotional Campaigns • POS & Retail Activations • Trade Marketing • Vendor & Supplier Management • Inventory Planning • Demand Forecasting • Category Management • E-commerce Marketplace Operations • Budget Management • Business Analysis • KPI Reporting • Contract Negotiation • Stakeholder Management • Cross-Functional Collaboration

TOOLS & SYSTEMS

Microsoft Office Suite (Excel, Word, PowerPoint) • Power BI • Bitrix24 • Trello • Microsoft Teams • CRM Systems • Business Intelligence & Reporting Tools

SELECTED EXPERIENCE

I.D. Jewelry | New York, NY | Dec 2025 – Present

Jewelry Sales Associate & Office Operations Coordinator

- Deliver high-touch client service in a luxury jewelry retail environment specializing in diamond, fine jewelry, and custom pieces.
- Serve as a primary point of contact for customers, building trusted relationships and ensuring an exceptional client experience.
- Coordinate communication between clients, suppliers, and internal teams to ensure timely order fulfillment and customer satisfaction.
- Manage POS transactions, invoicing, deposits, payments, and order documentation with accuracy and compliance.
- Analyze sales trends and customer preferences to support inventory planning and promotional initiatives.
- Train and support new associates on customer service standards, sales processes, and operational procedures.

ITALDIZAIN LLC | Baku, Azerbaijan | Jul 2024 – Sep 2025

Brand Manager – German & Italian Luxury Furniture Brands

- Managed international luxury furniture brands, aligning local operations with global commercial and marketing objectives.
- Led showroom opening projects, retail activations, POS campaigns, seasonal promotions, and product launches.
- Managed purchasing, inventory, sales, and marketing budgets exceeding \$1M.

- Led supplier negotiations, contracts, and relationships with international brand headquarters and strategic partners.
- Managed demand planning, inventory optimization, replenishment, and assortment strategies.
- Coordinated POS materials, merchandising, promotional displays, and customer-facing marketing assets.
- Conducted post-campaign analysis and prepared business reviews, forecasts, and performance reports.
- Served as the primary liaison between local operations and German and Italian brand headquarters, leading showroom launches, promotional campaigns, retail activations, and commercial initiatives.

SOPHIE COUTURE | Baku, Azerbaijan | Jan 2024 – Jun 2024

Project Manager

- Managed multiple client projects from brief through delivery, ensuring completion within budget, timeline, and quality standards.
- Served as the primary point of contact for clients, suppliers, vendors, and internal stakeholders.
- Developed project plans, timelines, budgets, resource allocation schedules, and risk mitigation strategies.
- Coordinated project execution across cross-functional teams and external partners.
- Tracked project KPIs, budgets, and performance metrics while providing regular status updates.
- Coordinated promotional, retail, and customer-facing projects from planning through execution.
- Managed project timelines, deliverables, and stakeholder expectations to ensure on-time and on-budget project completion.

COMPETO LLC (birmarket.az) | Baku, Azerbaijan | Mar 2021 – Dec 2023

Senior Category Manager – E-commerce Marketplace (3P Ecosystem)

- Managed Home Décor categories within a 3P marketplace ecosystem, overseeing assortment planning, pricing strategy, supplier relationships, and category performance.
- Worked with local and international brands and suppliers to expand assortment, improve product visibility, and drive commercial growth.
- Managed forecasting, replenishment planning, inventory optimization, and supplier onboarding activities.
- Coordinated commercial negotiations, purchasing activities, and order management processes.
- Developed and executed trade marketing activities, seasonal campaigns, promotional programs, and product launches.
- Collaborated with Procurement, Logistics, Supply Chain, and Operations teams to ensure product availability and timely fulfillment.
- Conducted post-campaign analysis and prepared business reviews, forecasts, and performance reports to support strategic decision-making.

OJSC Bank VTB | Baku, Azerbaijan | Nov 2013 – Aug 2016

Senior Accountant

- Reviewed and approved accounting entries in compliance with IFRS, regulatory requirements, and internal controls.
- Performed general ledger reconciliations, investigated variances, and resolved

discrepancies.

- Prepared financial and management reports supporting senior management decision-making.
- Oversaw financial close activities, accruals, foreign currency revaluations, and control checks.
- Collaborated with Operations, Treasury, Compliance, and Audit teams to ensure reporting accuracy and regulatory compliance.

EDUCATION

Master of Science, International Economic Relations
Azerbaijan State University of Economics

Bachelor of Science, International Economic Relations
Azerbaijan State University of Economics

Selected for University's Special Talents Group

CERTIFICATIONS

Category Management Certification | Udemy | 2022

Finance and Banking Seminar | Charles University in Prague | 2012

Masterclass on Leadership in the 21st century | Dale Carnegie Training Center | 2012

International Science Festival at Eastern Mediterranean University | North Cyprus Center | 2012

LANGUAGES

English (Fluent)

Russian (Fluent)

Turkish (Fluent)

Azerbaijani (native)