

## **JULIA NAGHIYEVA**

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

201.233.7718 | [gulustan.naghiyeva@gmail.com](mailto: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)