

Igor Chernin

Baku, Contiguous Azerbaijan, Azerbaijan

automoney16@gmail.com

[linkedin.com/in/igor-chernin-778714195](https://www.linkedin.com/in/igor-chernin-778714195)

+994559190399



Summary

With 7+ years of experience, including 2.5 years as a Digital Services Specialist at CRES and Workplace Group,

I excel in IT, DevOps, Digital Marketing, Project Management and Business Development.

Key Achievements:

- Led the scalability project for a high-traffic web platform, ensuring peak performance.
- Hands-on expertise in system deployment and maintenance.
- Multilingual: English (Professional), Azerbaijani (Full Professional), Russian (Native/Bilingual), Turkish (Limited Working), German and French (Elementary).

Certified Skills:

- Digital Marketing, Project Management, Google Analytics, Cybersecurity, Python, SQL, C#, JavaScript, and more.
- Proficiency validated through recognized programs.

Career Highlights:

- Vital role in high-traffic platform scalability project, deepening system architecture and performance optimization knowledge.
- Successful startup product launch and international expansion, involving strategic planning, fundraising, and sustainable business model development.
- Boosted traffic, conversions, and revenue as Digital Marketing Specialist at PASHA Development LLC.

Experience



Digital Marketing Specialist

PASHA Development LLC

Aug 2023 - Present (4 months)

Human Resources Assistant

ZHARA INTERNATIONAL MUSIC FESTIVAL

May 2018 - Present (5 years 7 months)



Digital Services Specialist

Workplace Group

Jul 2020 - Dec 2022 (2 years 6 months)



Digital Services Specialist

COLAB. Coworking Center

Jul 2020 - Dec 2022 (2 years 6 months)



Digital Services Specialist

CRES

Jan 2015 - Oct 2022 (7 years 10 months)



Business Development Manager

COLAB. Coworking Center

Jul 2021 - Oct 2021 (4 months)

Temporarily served as a manager. Achieved good results and delegated authority to a new manager

Human Resources Assistant

ZHARA FILM

May 2018 - Sep 2018 (5 months)



Search Engine Optimization Specialist

COLAB. Coworking Center

Oct 2017 - Feb 2018 (5 months)



Web Developer

Khazar Travel and Tourism

Aug 2014 - Dec 2014 (5 months)

Education



The Academy of Public Administration under the President of the Republic of Azerbaijan

Master's degree, Computer and Information Sciences and Support Services

2020 - 2022

Garb Universiteti

Bachelor's degree, Computer and Information Sciences and Support Services

2016 - 2020

Baku European Lyceum

High School Diploma

2005 - 2016

Licenses & Certifications



Programming in HTML5 with JavaScript and CSS3 - Mimo



Certified Programming - Mimo



Administering Microsoft System Center Configuration Manager and Cloud Services Integration - Microsoft

Volunteer Specialist - ZHARA MUSIC FESTIVAL

Volunteer Specialist - ZHARA MUSIC FESTIVAL

Volunteer Specialist - ZHARA MUSIC FESTIVAL

Computer Programmer/Operator/Systems Engineer - Qerb University



HubSpot Marketing Software - HubSpot Academy

Issued Aug 2023 - Expires Sep 2024

63b32233f50b4fd4b005800a50e98366



HubSpot Sales Software - HubSpot Academy

Issued Aug 2023 - Expires Sep 2024

c689ac59600c429980d2220c30060aef



Digital Marketing - HubSpot Academy

Issued Sep 2023 - Expires Oct 2024

71962d7548de4b78a763734ee7c34199



Social Media Marketing - HubSpot Academy

Issued Sep 2023 - Expires Oct 2025

5707ed85420d4ff0be20ec77d8ac0adb



Google Ads - Measurement Certification - Google

Issued Sep 2023 - Expires Sep 2024

196043980



EF SET English Certificate 63/100 (C1 Advanced) - EF Standard English Test (EF SET)



Email Marketing 2018 - HubSpot Academy

Issued Sep 2023 - Expires Oct 2025

08c078e633ef4ff69944a16053981db1

 **Content Marketing** - HubSpot Academy


Issued Sep 2023 - Expires Oct 2025
a8c53568e47346cdb0fb376dfc723d1f

 **Inbound Marketing** - HubSpot Academy

Issued Sep 2023 - Expires Oct 2025
2911b9f2c2fb459c99777e02af9d8136

 **Contextual Marketing** - HubSpot Academy

Issued Sep 2023 - Expires Oct 2024
c4b35816b0764143bc172b4f3b018899

 **Inbound Sales** - HubSpot Academy

Issued Sep 2023 - Expires Oct 2025
f3064a8195a34a04a3e6ed22cf9313aa

 **SEO** - HubSpot Academy

Issued Sep 2023 - Expires Oct 2024
9151b2ef6a80407491e8b770396911fe

 **Digital Advertising** - HubSpot Academy

Issued Sep 2023 - Expires Oct 2024
deeb497cf7244c429a08aaf8c2f4afc6

 **Sales Enablement** - HubSpot Academy

Issued Sep 2023 - Expires Oct 2025
be8ea98a6e444ad0ab4a5a062a76114c

 **Introduction to Generative AI** - Coursera


6VSRMX6LWGLW

 **AI For Everyone** - Coursera

EVHF3RTPAVS4

 **First Aid** - MediClub

Issued Sep 2023 - Expires Sep 2025
OM0065-EE03CU

 **SEO II** - HubSpot Academy

Issued Oct 2023 - Expires Oct 2025
fc3dfb0356d24db9b40e11efb5bdd333

 **Foundations of Digital Marketing and E-commerce** - Coursera
PBYLMMF9QYB5

 **The Digital Marketing Revolution (Hons)** - Coursera
ALELYAVXTY9S


 **The Science of Well-Being** - Coursera
R8PYCEG4R6HJ


 **Foundations of Project Management** - Coursera
WKQH8YCMKFHN


 **English for Career Development** - Coursera
H7HLMWCASGA8


 **Diploma in Cyber Security** - Alison
598934861767


 **Introduction to Social Media Marketing** - Coursera
7LVZ996H6EX2


 **Behavioral Finance** - Coursera
2AYUSF25DBA5


 **Курс по Google Аналитике для начинающих** - Google
Issued Oct 2023 - Expires Oct 2026
4dECC9nqSSC_dqwFEb-QIQ

 **Problem Solving (Basic)** - HackerRank
fbfb7ec506c3

 **Python (Basic)** - HackerRank
878e76315da7


 **CSS** - HackerRank
102cda3201b3

 **SQL (Basic)** - HackerRank
b0b2c864d184

 **C# (Basic)** - HackerRank

b0b2c864d184

 **Attract and Engage Customers with Digital Marketing** - Coursera
PHLFU2FZF96A

 **Email Marketing** - HubSpot Academy
Issued Oct 2023 - Expires Nov 2025
ec21d53a879a4f6c9006800b699ac52d

 **Technical Support Fundamentals** - Coursera
H9CS4H9UGKLF


 **Foundations: Data, Data, Everywhere** - Coursera
6YXZMKZEAANG


 **Advertising with Meta** - Coursera
Advertising with Meta

 **Fundamentals of Social Media Advertising** - Coursera
7DEBAQHJ3WE


 **Social Media Management** - Coursera
Y59H2DW4RS2T

 **Measure and Optimize Social Media Marketing Campaigns** - Coursera
795MXEQ24ZSL

 **Project Initiation: Starting a Successful Project** - Coursera
VBXS372U473H

 **AI-Powered Performance Ads Certification** - Skillshop
Issued Nov 2023 - Expires Nov 2024
86085764

 **Google Ads - Measurement Certification** - Skillshop
Issued Sep 2023 - Expires Sep 2024
81291228

 **AI-Powered Performance Ads Certification** - Google
Issued Nov 2023 - Expires Nov 2024
223620678

 **Google Analytics Certification - Skillshop**

Issued Nov 2023 - Expires Nov 2024

86093461

 **Google Analytics Certification - Google**

Issued Nov 2023 - Expires Nov 2024

223689208



Маркетинг в цифровом мире (with Honors) - Coursera

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