



Rufat Tahirov

CREATIVE MANAGER

About me

I combine creativity with strategic thinking to turn ideas into impactful communication. Through writing, brand language, and a creative approach, I focus on delivering the right message to the right audience with the right tone.

Work experience

Senior Copywriter / Creative Marketing Manager

Aztelemek LLC | June 2025 – present

- Lead creative communication across marketing, PR, brand, digital, and corporate communication projects.
- Develop campaign concepts, slogans, scripts, social media content, PR texts, news materials, and official brand messages.
- Write, edit, and refine internal and external communication materials to ensure clarity, consistency, and brand tone.
- Manage creative direction for marketing campaigns, content projects, video scripts, and brand communication ideas.
- Work across different areas of marketing, including campaign planning, brand messaging, content strategy, PR communication, and creative execution.
- Collaborate with design, digital, PR, and management teams to turn business objectives into clear and engaging communication.
- Ensure that all communication materials reflect the company's tone, strategic goals, and public-facing image.
- Contribute to the development of creative marketing ideas that support brand awareness, audience engagement, and service communication.

Scriptwriter (Hybrid)

Space TV | June 2025 – March 2026

- Developed scripts and storylines for the TV series
- Created engaging narratives tailored to a wide television audience.
- Worked on character development, dialogue writing, and episode structure.
- Collaborated with creative teams to ensure consistency in tone, story flow, and audience appeal.
- Strengthened storytelling, content planning, and message delivery skills applicable to brand communication and marketing.

Skills

Creative Direction
Brand Strategy
Strategic Communication
Concept Development
Copywriting & Editing
Brand Voice Development
Campaign Planning
Team Leadership
Cross-functional collaboration

Languages

English:
Conversational

Technical Skills

Video Editing
Sound Design
Adobe Premiere Pro
Adobe Photoshop
AI Tools (ChatGPT, Gemini, Magnific and so on)

Education

Electronics, Telecommunications
and Radio Engineering
Azerbaijan Technical University
2014-2018

Work experience

Creative Content Producer / Senior Copywriter

Creative Shamans Agency | Oct 2024 – June 2025

- Wrote TV commercial scripts, campaign concepts, and creative copy for integrated brand campaigns.
- Led on-set production processes, coordinating creative execution and ensuring concepts were translated effectively into the final output.
- Worked closely with directors, designers, motion artists, and production teams throughout pre-production/filming.
- Contributed to campaign ideation, storytelling, and creative presentations for clients across multiple industries.
- Oversaw shooting schedules and production workflows to maintain quality, consistency, and timely delivery.
- Supported the development of brand communication through scripts, creative ideas, and execution-focused collaboration.

Senior Copywriter / Content Supervisor

DDB Azerbaijan | July 2024 – Oct 2024

- Led copywriting and content development across brand communication, social media, and campaign projects.
- Created campaign concepts, slogans, scripts, and advertising copies aligned with client objectives.
- Supervised creative content processes, ensuring clear messaging, consistent tone, and strong execution.
- Managed shooting processes and provided creative direction during production.
- Reorganized and improved content workflows, bringing structure to ongoing copywriting tasks.
- Collaborated with account managers, designers, motion designers, and production teams to ensure smooth campaign delivery.
- Strengthened creative consistency and execution quality across multiple client projects.

Copywriter / Creative Content Specialist

Baku Electronics | Nov 2023 – Jul 2024

- Created campaign concepts, slogans, scripts, and advertising copies for retail, digital, and TV communication.
- Wrote TVC scripts and promotional video texts tailored to different product categories and campaign goals.
- Developed lyrics and creative audio ideas for advertising music and brand campaigns.
- Supported content production through audio editing, video adaptation, and motion design assistance.
- Managed creative input during shoots, helping align production with the campaign idea and brand message.
- Collaborated with creative, design, motion, and production teams in a fast-paced marketing environment.
- Built hands-on experience across the full creative process, from idea and copy to production and final execution.

Editor / Music (Hybrid)

ATV Sept 2023 – May 2024

- Edited promotional, commercial, and social media video content.
- Designed and mixed sound to enhance storytelling and audience engagement.
- Synchronized visuals, music, voice-over, and sound effects for seamless delivery.
- Collaborated with creative teams to maintain brand consistency across projects.
- Delivered polished video content while meeting tight production deadlines.

Scriptwriter

Khazar TV | May 2017 – Sep 2023

- Developed scripts and storylines for the TV series Ata Ocağı and İmtahan.
- Created engaging narratives tailored to a wide television audience.
- Worked on character development, dialogue writing, and episode structure.
- Collaborated with creative teams to ensure consistency in tone, story flow, and audience appeal.
- Strengthened storytelling, content planning, and message delivery skills applicable to brand communication and marketing.