

## Digital Marketing & Web Development Project Manager

Experienced creative project manager and product owner with 15+ years of experience and knowledge of web production obtained from website/portals development, web-based training, mobile app development, e-commerce projects and other digital solutions for a variety of clients. Professional, flexible, creative, and service-oriented.

**Technical Expertise:** Web Design and Development(HTML, CSS, Java script/j Query, ASP, XML), CMS Systems (Jira, Sitecore, Wordpress, Wix, Blogspot, Drupal), Adobe Products and Apps, MS Project, MS Office (Word, Excel, Power Point, Outlook, Publisher and OneNote), CRM Systems(Zoho, Oracle), Warehouse Inventory Systems, Google Analytics & Adobe Analytics(Omniture), SEO&SEM, Hootsuite, Socialbakers

### Core Competencies:

- Creative Project Management
- Content Management
- Data Analysis & Reports
- Digital Marketing Strategy
- Email Marketing
- Vendor Relations
- Project Planning
- Product Development
- Account Management

## EXPERIENCE & NOTABLE CONTRIBUTIONS

### DIGITAL MARKETING & BUSINESS DEVELOPMENT 2017- PRESENT

- Developed and executed digital marketing strategies for GSM markets in Turkey & EU
- Organized daily, weekly, and end of sprint retrospectives in-line with the **Agile project management** method
- Monitored and launched web sites with WORDPRESS and WIX for non-profit organization and small businesses
- Planned & generated **e-mail marketing** campaign with MAILCHIMP
- Implemented a CRM System ZOHIO and built an online Inventory and ZEBRA mobile printing system
- Managed social media platforms with HOOTSUITE, SocialBakers

**CLIENTS: HRLINK CONSULTING – KIDZ AT PLAY RECREATION COMMUNITY SERVICE – FRATT INC DISTRIBUTION COMPANY  
SWEET BEGGY BAKERY PRODUCTS – JAZZ HOUSE KIDS SCHOOLFOR JAZZ & MONTCLAIR JAZZ FESTIVAL**

### DIGITAL MARKETING PROJECTS LEAD, DIGITAL CHANNELS PRODUCT OWNER 2010 –2015

- Led new generation responsive website-mobile projects [www.turktelekom.com.tr](http://www.turktelekom.com.tr), [www.turkcell.com.tr](http://www.turkcell.com.tr) , [www.superonline.com.tr](http://www.superonline.com.tr) with stakeholders in Germany, Ukraine, Belarus, Cyprus, Azerbaijan . Centralized all web operations in JIRA.
- Managed cross-functional teams of stakeholders from SALES, product MARKETING, and corporate COMMUNICATIONS groups to develop marketing and event strategy and execute projects.
- Managed timelines and over 900K in budgets for digital agencies and internal IT teams.
- Worked across digital media and channels to create in and post social media campaign response tracking and **R.O.I.** as well as a more detailed all campaign response analysis.
- Reported and analyzed marketing performance per project and provided insights with all stakeholders
- Developed a strategic business plan for the business development department to help them achieve their **KPI's**.

**EMPLOYER: TURKCELL, TTECH, SUPERONLINE, AVEA/TURK TELEKOM, DEUTCHE TELEKOM, LIFE, BEST, ASTELIT, AZERCELL**

### CREATIVE PROJECT MANAGER, PRODUCT OWNER 2005 – 2010

- Experienced web, portal and B2B & IT project manager with assistance in financial deliveries of client engagement.
- Interfaced with **UX/UI development**, created project plans, allocated resources, tracked milestones and assured multiple deliverables met deadlines within budget. Managed **\$2.5M** in creative projects for clients

**AGENCY: EFFECT MULTIMEDIA, EDELMAN, NEXUM CREATIVE, UPLOAD, MOBILERA**

**CLIENTS: SONY EURASIA – SONY1 –SONY.BIZ –SONY LOYALTY–BRAVIA – BOSH SIEMENS HAUSGERÄTE – COCA COLA–SCHERING PLOUGH–ROCHE– LEVITRA – LILY – KOLESTON–CLINIQUE WELLA–MAGNUM – DURACELL – BNP PARIBAS – MASTERCARD – AKBANK MOBILE**

## **WEB DESIGNER AND MULTIMEDIA DEVELOPER 1998 – 2005**

- Diligently assisted with websites, eLearning CDRoms, creation, digital marketing and analytics.
- Excelled at collaborating on critical projects and document drafts.
- Well-versed in HTML/CSS, WordPress and Adobe Creative Cloud.
- Strong background in SEO and wireframing. Managed website accessibility, mobile content and devices, managed application development and content management system

**AGENCY: ILTEK MULTIMEDIA**

**CLIENTS: THE KOC GROUP – TOFAS–FIAT – ECZACIBASI – BEKO – ARCELIK – BOEHRINGER MANNHEIM – BENQ SIEMENS**

## **EARLY WORK HISTORY**

**CNBC • TV Key Advertising Designer • Turkey • 1996-1998**

**Ogilvy&Mather - Istanbul • Intern • Istanbul, Turkey • 1995 - 1996**

## **EDUCATION**

**Bachelor of Arts (BA) in Communication & Advertising • THE MARMARA UNIVERSITY • 1998**