

# Yusuf Ucuz

DIGITAL MARKETING MANAGER

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## 🔍 SUMMARY

**Highly motivated full-stack digital marketer with over 10 years of experience** in digital marketing, specializing in **tech platforms, SaaS, and B2C and B2B services**. Proven track record of developing and executing marketing strategies that **generate leads, drive revenue growth, and build brand awareness**. Adept at **managing cross-functional teams, website management, SEO, social media, and CRM**. Passionate about people management and personal development. I currently speak **English & Turkish fluently but I am a hard-working “Deutsch” learner**.

## 👜 EXPERIENCE

**Digital Marketing Manager, MEFA Construction Group, Mersin - Turkey**  
(currently remote), *Sep 2020 - Present (3 years)*

- Developed and executed a digital marketing strategy for Nerissa Mefa project, generating leads and driving revenue growth.
- Managed website development, including content creation and SEO optimization.
- Designed and implemented multichannel campaigns, including Facebook, Instagram, Google, YouTube, email marketing, and traditional advertising.
- Collaborated with cross-functional teams to create compelling content that aligns with the overall marketing strategy.
- Monitored and reported on campaign performance using tools such as Google Analytics, making data-driven recommendations for improvement.

**Digital Marketing Manager, Tribe47, Warsaw - Poland**, *Apr 2018 - Jul 2020 (2 years 4 months)*

- Led a cybersecurity online education project (B2C2B), resulting in a 40% increase in revenue and a 125% increase in website traffic.
- Delivered go-to-market digital marketing strategies for various B2B, B2B SaaS, and B2C2B companies in different countries and markets.

- Mentored a content marketing team, providing guidance on skill development and addressing individual challenges.
- Managed and executed a B2B digital marketing project for a global corporate company in the IT industry, implementing marketing tech stack and designing a new website based on new funnels.

**Senior Digital Marketing Specialist, MAPFRE, Istanbul - Turkey, Oct 2017 - Mar 2018 (6 months)**

- Created a digital marketing strategy for the new year, considering new product launches and targeting B2B customers.
- Improved SEO results by working on existing and new content.
- Managed CMS system and updated website content with UX design considerations.
- Conducted A/B testing on sales pages for conversion rate optimization using Unbounce.

**Senior Digital Marketing Specialist, Generali, Istanbul - Turkey, Jan 2016 - Sep 2017 (1 year 9 months)**

- Developed and executed a content marketing strategy aligned with the sales funnel for insurance commerce activities.
- Managed company's blog, creating over 70 blog posts that increased blog traffic by more than 300% with 300k new users.
- Increased lead generation through social media and blog, resulting in a 200% increase in daily leads.

**Digital Marketing Specialist, MOPAK, Istanbul - Turkey, May 2015 - Dec 2015 (8 months)**

- Developed digital marketing strategies to increase brand awareness and reach in the both B2C and B2B sector.
- Optimized website content and implemented SEO best practices to improve organic search rankings.
- Managed social media channels, creating engaging content that promoted the company's products and services.
- Analyzed and reported on digital marketing performance, making data-driven recommendations for improvement.

**Social Media Specialist, Buzz Interaction, Istanbul - Turkey, Jan 2014 - Apr 2015**  
(1 year 4 months)

- Created and executed social media strategies for clients in various industries, including B2B, B2C, and B2B SaaS.
- Managed client relationships, ensuring their satisfaction with the agency's services.
- Worked closely with the creative team to develop compelling content and design for digital campaigns.

 EDUCATION

- Middlesex University, Master - (MA), e-Marketing and Social Media, '11 - '13
- University of California, Berkeley, Certificate, Project Management, '10 - '11
- Marmara University, Bachelor's degree (BA), Business Administration, '05 - '09

 TESTIMONIALS

**Angel R. Elices** - Global Head of Digital Sales and DUX at MAPFRE

*"MAPFRE Sigorta was very lucky to have Yusuf in the digital marketing team. would highlight his capacity to come up with new creative ideas, and his problem-solving orientation, using many resources. He prepared a very comprehensive social media and content plan, and was highly skilled in creating very well structured presentations for the executive team. He has a kind and fun personality, and is a good listener."*

**Jakub Drobek** - Campaign and Creative Management at Amazon Ads

*"Working with Yusuf was a great experience. He adapts easily to team conditions, is result oriented, responds well to ever-changing environment and accepts all new challenges. His focus on digital and social media helped us to position Generali among the top players on the digital landscape of a very competitive market. I can recommend him for any new local and international assignments."*