



YUSUF UCUZ

PORTFOLIO

YUSUFUCUZ.COM

I am excited to present my portfolio, a testament to my expertise and accomplishments as a skilled, hands-on marketing professional. With over a decade of experience in digital marketing, I have honed my skills in crafting and executing comprehensive marketing strategies that drive measurable results. This portfolio provides a glimpse into the impactful projects I have led, highlighting my ability to generate significant traffic, enhance brand awareness, and boost revenue.

Throughout my career, I have consistently demonstrated a deep understanding of digital marketing dynamics across various industries, from tech and SaaS to B2B, B2C, and more. My proficiency in PPC, SEO, content marketing, and multichannel campaigns has enabled me to deliver outstanding outcomes for my clients and employers.

Some key highlights from my portfolio include:

- **Lead Generation & Cost Efficiency:** Successfully generated leads for the luxury Nerissa Mefa residential apartments project with an impressive cost per lead.
- **Digital Marketing Excellence:** Achieved a significant increase in website traffic through targeted digital marketing strategies and a notable revenue boost through effective campaign management.
- **Content Strategy & SEO:** Authored numerous blog posts leading to a substantial surge in blog traffic and implemented successful SEO initiatives that improved organic search rankings.
- **Multichannel Campaigns:** Managed campaigns across Facebook, Instagram, Google, and YouTube, optimizing each for maximum engagement and conversion.
- **Project Leadership:** Led digital marketing projects from inception to successful execution, collaborating with cross-functional teams and managing budgets and timelines effectively.
- **Data-Driven Insights:** Utilized tools like Google Analytics, Google Ads, and various marketing software to track performance, make data-driven recommendations, and continuously improve campaign results.
- **Creative Content Development:** Produced engaging content, including graphics, videos, and blogs, aligning with overall marketing strategies to enhance user experience and brand visibility.

These slides represent only the tip of the iceberg. My extensive experience and ability to develop data-driven strategies, optimize websites, and enhance user experiences make me a valuable asset to any marketing team. I am passionate about leveraging insights and analytics to drive continuous improvement and deliver exceptional results.

I am eager to bring my skills and expertise to your organization, contributing to your marketing efforts and driving your business goals. Thank you for considering my application. I look forward to the opportunity to discuss how I can add value to your team.

Sincerely,

Yusuf UcuZ

YUSUF UCUZ



ABOUT ME

Digital Marketing Expert | Multilingual | Data-Driven | Agile Approach | International Experience

With over 10 years in digital marketing, I specialize in tech platforms, SaaS, B2B, and B2C services. I excel in developing growth strategies, optimizing websites, and enhancing traffic. I'm skilled in PPC, A/B testing, SEO, and analytics, and proficient in Google Ads and Analytics. I've successfully managed multichannel campaigns on Facebook, Instagram, Google, and YouTube. I'm dedicated to optimizing the digital customer journey and ensuring seamless user experiences through data-driven insights.

EDUCATION

London

MIDDLESEX UNIVERSITY
2011-2013

Master of Arts in e-Marketing &
Social Media

Berkeley

UC BERKELEY
2010-2011

Certificate in
Project Management

Istanbul

MARMARA UNIVERSITY
2005- 2009

Bachelor's Degree in Business
Administration

MY EXPERIENCE

I've been fortunate enough to work with a range of clients across an array of industries.

2014

BUZZ INTERACTION

Industry: DIGITAL MARKETING AGENCY
Role: **Social Media Specialist**

Managed social media accounts for multiple brands, prepared social media strategies, and executed campaigns, leading to significant increases in engagement and brand awareness.

MOPAK

Industry: PAPER PRODUCTION & NOTEBOOK BRAND

Role: **Digital Marketing Specialist**

Developed digital marketing strategies for both B2B and B2C sectors, enhancing brand awareness and SEO rankings. Created and managed new websites and conducted data-driven optimization.

GENERALI

Industry: GLOABAL INSURANCE COMPANY

Role: **Content Marketing Manager & Senior Digital Marketing Specialist**

Implemented content marketing strategies aligned with sales funnels, managed social media accounts, and increased blog traffic by over 300%. Executed offline and online campaigns and managed creative processes.

MAPFRE

Industry: GLOABAL INSURANCE COMPANY

Role: **Senior Digital Marketing Specialist**

Created and managed digital marketing strategies for new product launches, enhanced SEO, and conducted A/B testing for conversion optimization. Launched and managed Turkey's first bilingual, mobile-optimized customer service website.

TRIBE47

Industry: DIGITAL MARKETING AGENCY

Role: **Digital Marketing Manager**

Led a cybersecurity online education project resulting in a 40% revenue increase, 125% traffic boost, and significant audience growth. Managed multichannel campaigns and organized successful webinars with over 6,000 registrants.

MB Academy

Industry: Education

Role: **Founder & Marketing Manager**

My own project with a partner, MB Academy focuses on all marketing activities including Meta Ads, social media management, and comprehensive digital marketing training. I serve as an instructor, web master, and manage all marketing activities.

MEFA GROUP

Industry: CONSTRUCTION

Role: **Marketing Manager**

Spearheaded the digital marketing strategy for the Nerissa Mefa project, including creating a multilingual project website optimized for lead generation and executing comprehensive campaigns across Facebook, Instagram, Google, and YouTube.

TODAY

FREELANCING EXPERIENCE

Clients: **Atelier & Avenue, Kjaer Weis, Whind (Cosmetic)** *Scope:* **Meta Ads**

Client: **Cloud Insurance (Fintech)** *Scope:* **Project Management**

Client: **Vatix (Saas)** *Scope:* **Marketing Management**

Client: **EDS Med Care (Health Tourism)** *Scope:* **Meta Ads**

MY EXPERTISE

GO-TO-MARKET DIGITAL MAKETING STRATEGY	CONTENT MARKETING	SOCIAL MEDIA MARKETING	MARKETING AUTOMATION	WEBSITE DEVELOPMENT & OPTIMIZATION	LEAD GENERATION	PAID ADS	PROJECT MANAGEMENT
COMPETITOR ANALYSIS	CONTENT MARKETING STRATEGY	SOCIAL MEDIA STRATEGY	EMAIL MARKETING AUTOMATION	WEBSITE CREATION (NO CODING)	LEAD SCORING	META ADS	PROJECT PLANNING
KEYWORD RESEARCH	CONTENT CREATION	CAMPAIGN PLANNING	LEAD MANAGEMENT	WEBSITE OPTIMIZATION	LEAD NURTURING	GOOGLE ADS	TASK MANAGEMENT
SALES FUNNEL DESIGN	CONTENT DISTRIBUTION	ANALYTICS & REPORTING	CRM INTEGRATION	WEBSITE OPTIMIZATION	LEAD SEGMENTATION	LINKEDIN ADS	RESOURCE ALLOCATION
MARKETING TECH STACK	CONTENT REPURPOSING	ROI ANALYSIS	ANALYTICS & REPORTING	SEO SETUP	CONVERSION FUNNELS	DISPLAY ADS	RISK MANAGEMENT
DETAILED KPI'S DETERMINATION	COLLABRATION	COMMUNITY MANAGEMENT	WORKFLOW AUTOMATION	UX DESIGN	LANDING PAGE	BUDGET MANAGEMENT	PROGRESS TRACKING

YUSUF UCUZ

Insurance



MAPFRE Sigorta

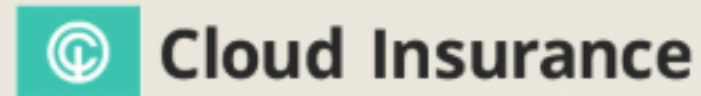
Marketing Agency



Cyber Security

CQURE ACADEMY

FinTech



INDUSTRIES & BRANDS

Comperhansive sector experience

Beauty Cosmetic



Kjær Weis

Education



Automotive



Software Development



Health Tourism



SaaS (Health & Safety)



Pharma



Retail - Fashion

SuperStep

Tech



Residential & Construction



YUSUF UCUZ

WORK SAMPLES & PROJECTS

**GO-TO-MARKET
DIGITAL MAKETING
STRATEGY**

**CONTENT
MARKETING**

**SOCIAL
MEDIA
MARKETING**

**MARKETING
AUTOMATION**

**WEBSITE
DEVELOPMENT &
OPTIMIZATION**

LEAD GENERATION

PAID ADS

**PROJECT
MANAGEMENT**



Customer & Talent Acquisition Strategy for BlueSoft

Agenda

- ➔ 1. Customer Acquisition Model & Goals
- 2. Market
- 3. Customer Avatar
- 4. Main Campaign Message

1/5. CUSTOMER ACQUISITION PROCESS

Key elements of your Digital Acquisition Strategy

➔ Paid and unpaid efforts that are pillars of your success

 <p>Key content and Offline events</p> <ul style="list-style-type: none"> Develop your brand through thought leadership Address key pain points and aspirations of your audience. Segment your communication (4 key topics) so you can reach same audience multiple times Bring your offline audience into online funnel through smart tactics on the stage 	 <p>LinkedIn Brand & Individual Activities</p> <ul style="list-style-type: none"> Thought Leadership - active participations in discussions in groups and with key stakeholders (potential reach of 173K individuals) Updated personal profiles of key stakeholders in the team aligned with brand updated profile Sharing own and external content 	 <p>Effective Sales Strategy</p> <ul style="list-style-type: none"> Customized Demo Calls based on in-depth information about Prospect and their challenges Upgraded sales decks following key brand narrative (4 communication angles, benefits - not features)
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GO-TO-MARKET DIGITAL MARKETING STRATEGY

WORK SAMPLES & PROJECTS

other strategy clients

My Role:

As the team lead, I played a crucial role in driving the strategy development from inception to successful implementation. I coordinated the efforts of a diverse team, ensuring seamless collaboration and integration of ideas to form a cohesive strategy. My responsibilities included overseeing market research, defining customer personas, and setting clear acquisition goals. I also led the execution phase, utilizing various marketing software tools and managing the campaign's progress.

Success and Impact:

The strategy we developed was highly successful, evidenced by Bluesoft's decision to adopt and implement it for their ongoing operations. This adoption is a testament to the effectiveness and practicality of our approach. The strategy not only met but exceeded Bluesoft's expectations, demonstrating significant improvements in customer acquisition metrics. Our approach was characterized by its comprehensive nature, addressing key market trends, customer needs, and leveraging modern technologies.

Key Elements:

- **Customer Acquisition Models & Goals:** We set ambitious revenue targets and developed a clear roadmap to achieve them.
- **Market Analysis:** Conducted extensive research to understand market dynamics, competition, and customer personas.
- **Campaign Execution:** Implemented a multifaceted campaign including digital funnels, content strategies, and targeted advertising across platforms such as LinkedIn, Facebook, and Google.
- **Marketing Software Stack:** Utilized a robust stack of marketing tools to streamline operations, track performance, and optimize results.
- **Talent Acquisition:** Created a compelling value proposition and recruitment model to attract top talent, aligning with Bluesoft's mission and growth objectives.

Presentation Details:

Comprehensive Slide Deck: The final strategy was presented in a comprehensive 125-slide deck, meticulously detailing every aspect of our approach and execution plan. This extensive presentation served as a valuable resource for Bluesoft, providing them with a clear, actionable roadmap to follow.

This project showcases my leadership capabilities, strategic thinking, and ability to deliver high-impact solutions in collaboration with a team. The success of this strategy is a highlight in my career, reflecting my expertise in digital marketing and strategic planning.





GENERALI TURKEY BLOG

- More than 70 quality articles in 13 months.
- 300% increase on traffic and pageviews.
- More than 300k new users to the blog.
- Increase on average site duration.

VIDEO PRODUCTION

This video is an animational video where we explain the difference between Traffic Insurance and Casco in Turkey. I have created this video using Powtoon tool. Please watch it here: <http://bit.ly/2lbHeCb>

CONTENT MARKETING

WORK SAMPLES & PROJECTS

POSTERS

En iyisi, Generali.
Generali Sigorta'nın üniversal markası ediyorsanız, diğer firmalardan farklı oluyorsanız bu ağrım tam sizin için!

Bilmiyorsan Google'a Değil Onlara Sor

Bana Arkadaşını Söyle, Sana Bizden Hediye

Yüksek ve kaliteli hizmete güvenen için arkadaşınla birlikte, en az 4 ay çalışsan, seni 500 TL kitişim o da işi rahat olsun! Üstelik, ne kadar çok arkadaşla o kadar çok ödül...

Generali Sigorta Yeni Yeteneklerini Arıyor!

Bize potansiyel güvenenler, geleceğin sigortacıları bizim içinler bu siz Generali'ye katılıp geleceğinizi inşa edebilirsiniz. Genel Sigorta Danışmanları olarak bizimle birlikte çalışın.

This poster used internally promoting product education. The main idea was if you don't know a thing about insurance, don't ask google, ask experts.

This poster used internally promoting a project of HR. The project was whoever finds an employee will earn extra money. The slogan is a word play. Let us know your friend, we will give you a present.

This poster used for job postings by HR. The main idea was Generali is looking for its new talents. Since calling and looking for is a same word in Turkish, I merged both.

BUZZFEED LIKE QUIZES ON COMPANY BLOG

Hangi Araba Markası Hangi Ülkeye Ait?

Generali Sigorta [11/01/2017]

Hangi araba markasının hangi ülkenin markası olduğunu bilmediğin markaları seçtiyorsun. Aynı soruların cevaplarını merak ediyorsun. Bu da genelde araba uzmanlarını seçtiğimizi bu konu hakkında seni de meraklı yaptığımızı göstermektedir. Senin arabalar araba markalarını hangi ülkeye ait olduğunu bilmen, yepyeni bir araç bulmanı hangi ülkeye ait olduğunu öğrenmeni sağlar. 🇮🇹 🇫🇷 🇮🇪

Alfa Romeo

Araba Logolarını Ne Kadar İyi Biliyorsun? [TEST]

Generali Sigorta [13/01/2017]

Arabaların logolarını ne kadar iyi biliyorsun? Yeni çıkan veya nostaljik arabaların logolarını ne kadar iyi bildiğini test etmeye hazır mısın? Hadi böyle olunca siz de bu turlara kendinizi test edebileceğiniz eğlenceli bir test hazırladık. Sen de kendini tutuşturarak birisi olarak görüyorsan buyur buradan:

Audi

Ford

Mercedes

This quiz was solved more than 12k times through our Generali Blog. **BONUS:** At the end of the quiz I placed a quote button and it brought 104 free leads.

This quiz was solved more than 10k times through our Generali Blog. **BONUS:** At the end of the quiz I placed a quote button and it brought 156 free leads.



CONTENT MARKETING

WORK SAMPLES & PROJECTS



GENERALI TURKEY BLOG

- More than 70 quality articles in 13 months.
- 300% increase on traffic and pageviews.
- More than 300k new users to the blog.
- Increase on average site duration.



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This poster used internally promoting a project of HR. The project was whoever finds an employee will earn extra money. The slogan is a word play. Let us know your friend, we will give you a present.

This poster used for job postings by HR. The main idea was Generali is looking for its new talents. Since calling and looking for is a same word in Turkish, I merged both.

Generali Turkey Blog:

- Authored over 70 high-quality articles in 13 months.
- Achieved a 300% increase in traffic and pageviews.
- Attracted more than 300k new users to the blog.
- Increased the average site duration.

Posters:

- Created engaging posters for internal use, promoting product education and HR initiatives.
- Examples include campaigns like "Bana Arkadaşını Söyle, Sana Bizden Hediye" (Refer a Friend) and "Bilmiyorsan Google'a Değil, Ona Sor" (Ask the Expert).

Video Production:

- Produced an animated educational video explaining the differences between Traffic Insurance and Casco in Turkey.
- Utilized Powtoon tool for video creation, enhancing user engagement through visual storytelling.

Buzzfeed-like Quizzes:

- Developed interactive quizzes for the company blog, such as "Hangi Araba Markası Hangi Ülkeye Ait?" (Which Car Brand Belongs to Which Country?) and "Araba Logolarını Ne Kadar İyi Biliyorsun?" (How Well Do You Know Car Logos?).
- Quizzes achieved significant engagement, with over 13k and 10k completions respectively, generating hundreds of leads.

This slide highlights my expertise in content marketing, showcasing successful projects that boosted engagement and traffic for Generali Turkey through blogs, posters, videos, and interactive quizzes.

VIDEO PRODUCTION



This video is an animational video where we explain the difference between Traffic Insurance and Casco in Turkey. I have created this video using Powtoon tool. Please watch it here: <http://bit.ly/2IbHeCb>

BUZZFEED LIKE QUIZZES ON COMPANY BLOG



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Araba Logolarını Ne Kadar İyi Biliyorsun? [TEST]

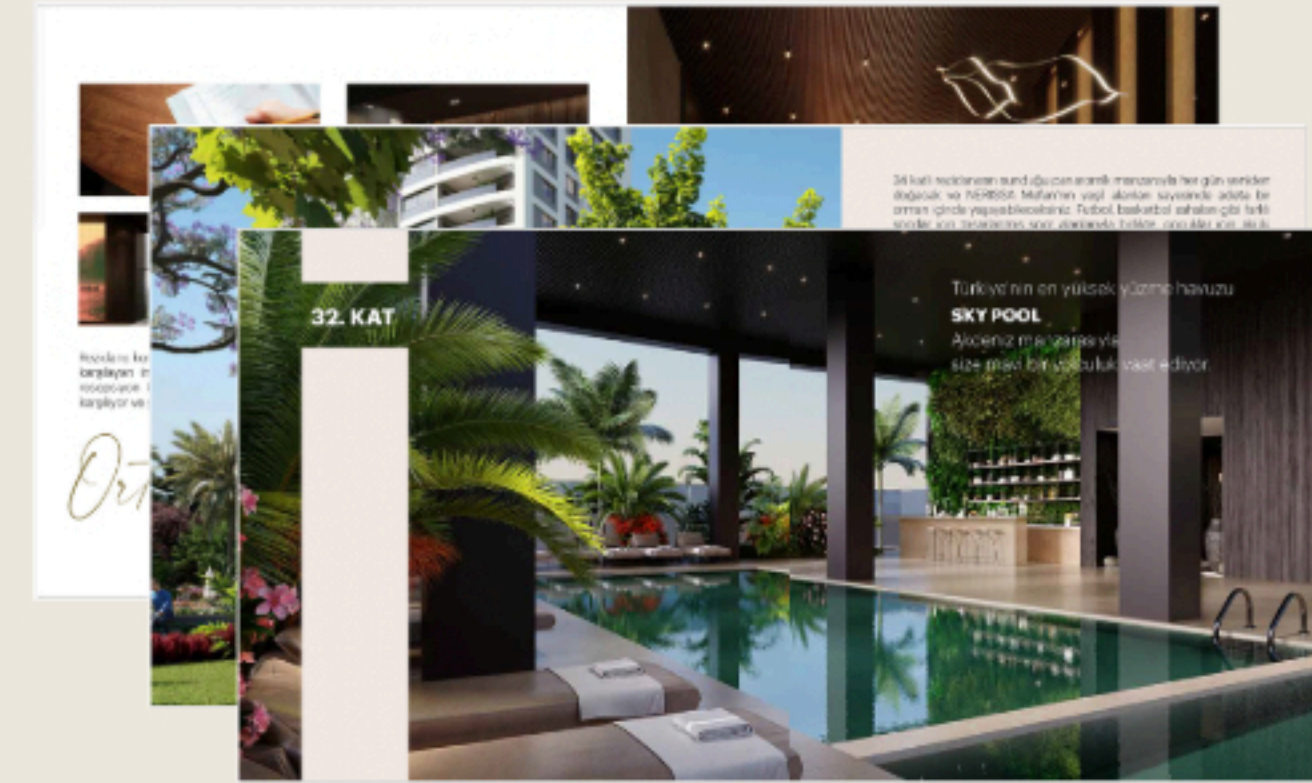


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Social Media Content



Print Out Catalogue



Email Marketing Content



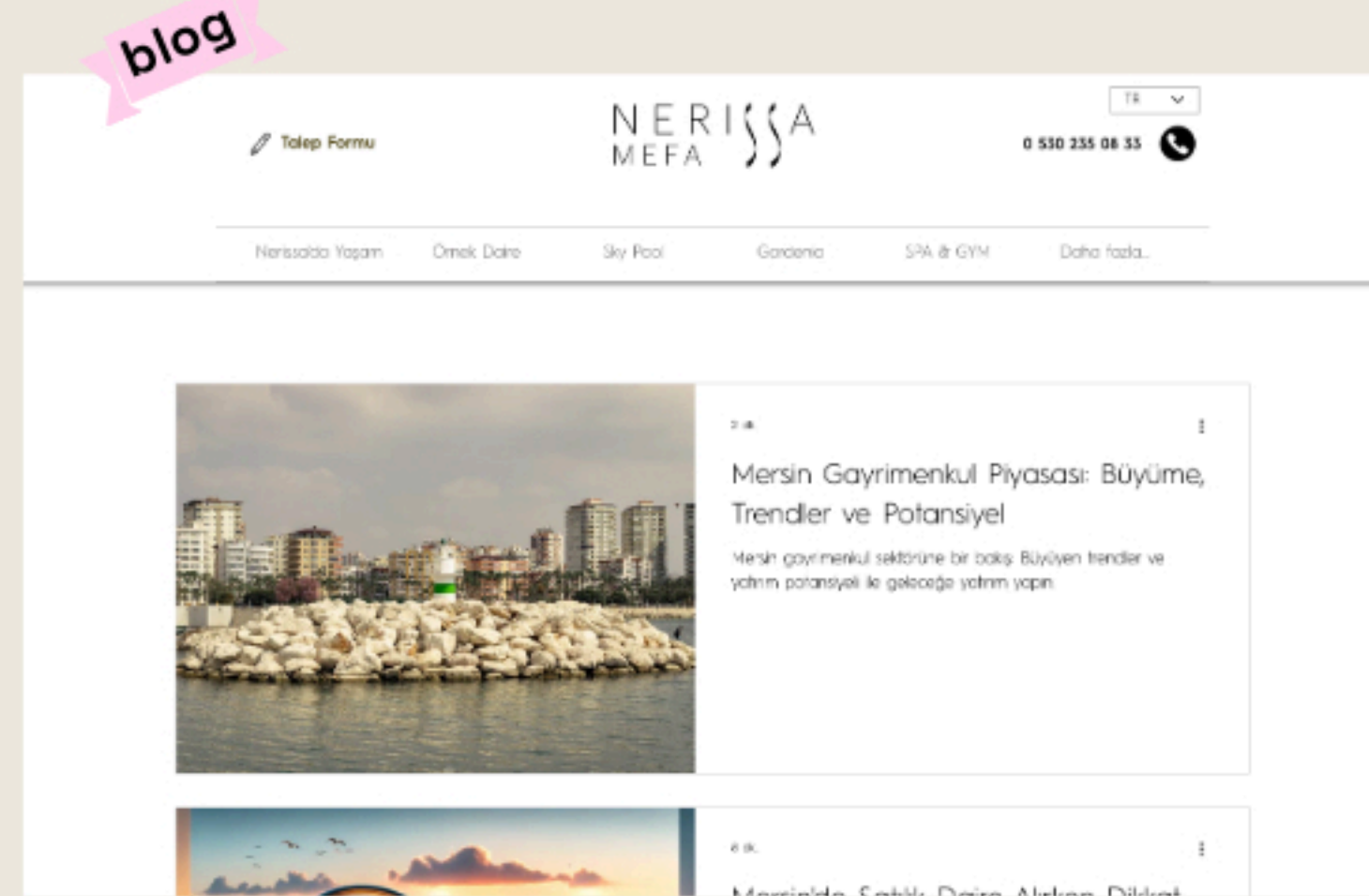
Video Content



Billboard Advertising



Website Content



blog

multilanguage



3D virtual tour



Nerissa Mefa:

Social Media Content:

- Developed and executed a diverse content strategy including posts, stories, and engagement campaigns.
- Highlighted luxury living features and lifestyle amenities.

Print Out Catalogue:

- Created visually appealing catalogues showcasing property features, layouts, and amenities.

Email Marketing Content:

- Designed email campaigns to promote new launches, updates, and special offers.
- Ensured high engagement rates with personalized and targeted content.

Billboard Advertising:

- Produced impactful billboard designs to capture the attention of potential buyers.
- Strategically placed ads to maximize visibility and reach.

Video Content:

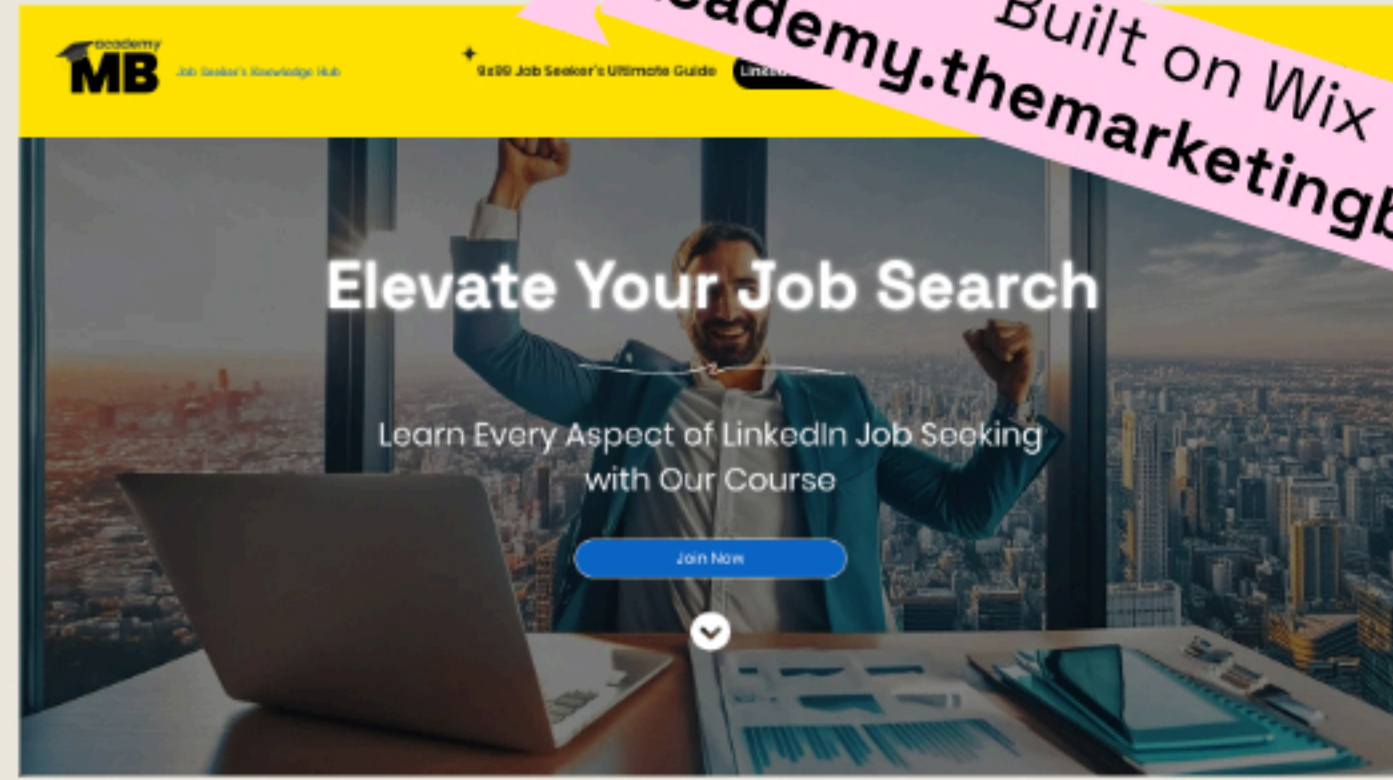
- Produced high-quality videos for digital marketing, including property tours and lifestyle highlights.
- Engaged audience through storytelling and professional production.

Website Content:

- Managed website updates, including multilingual support and 3D virtual tours.
- Created informative blogs on real estate market trends and property updates.
- This slide highlights my expertise in content marketing for Nerissa Mefa, demonstrating successful strategies that increased engagement and visibility across various platforms.

WORK SAMPLES & PROJECTS

WEBSITE
DEVELOPMENT &
OPTIMIZATION



Built on Wix
academy.themarketingbirds.com



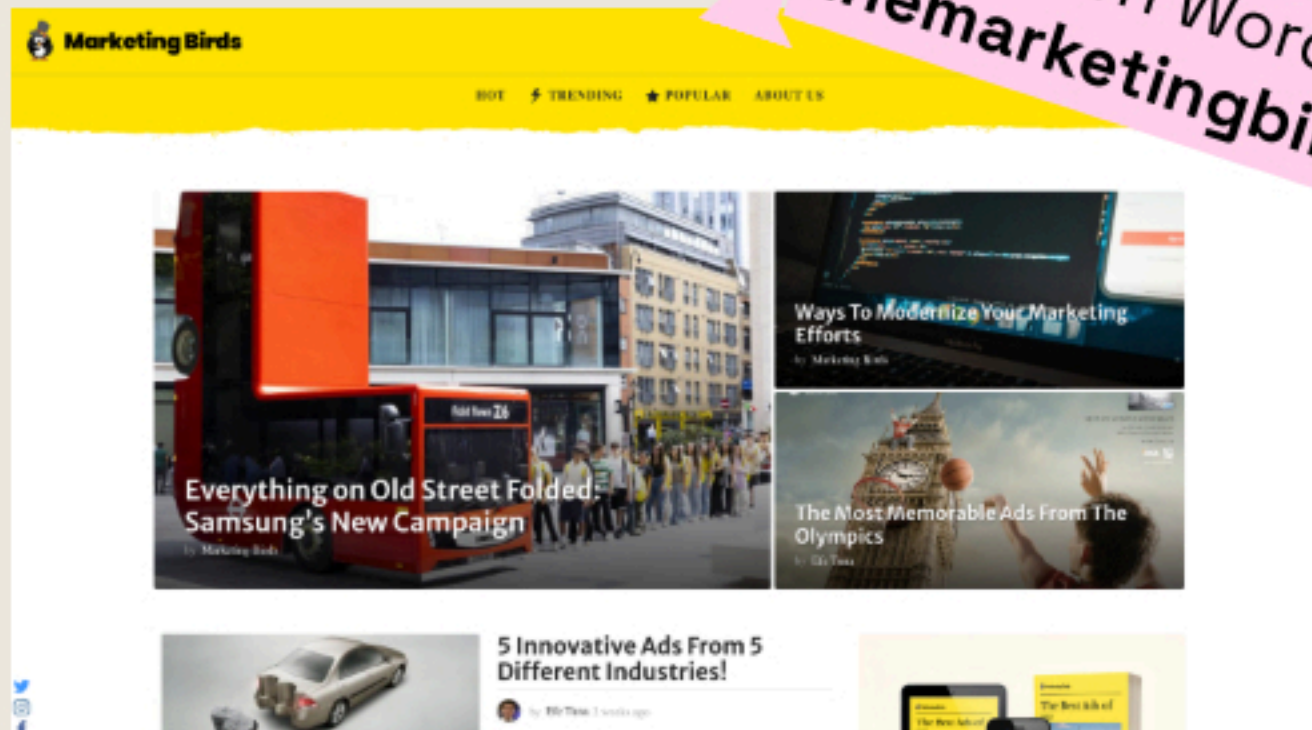
Built on Wix
nerissamefa.com



Built on Wix
mefagroup.com



Built on Wix
www.kadiogluyapiinsaat.com/



Built on Wordpress
themarketingbirds.com



Built on Wordpress
mopak.com.tr

While I am not a developer, I have expertise in building user-friendly websites on platforms like Wix and WordPress, ensuring a great user experience (UX).

Nerissa Mefa (Built on Wix): Developed a multilingual, visually appealing site showcasing luxury real estate features. nerissamefa.com

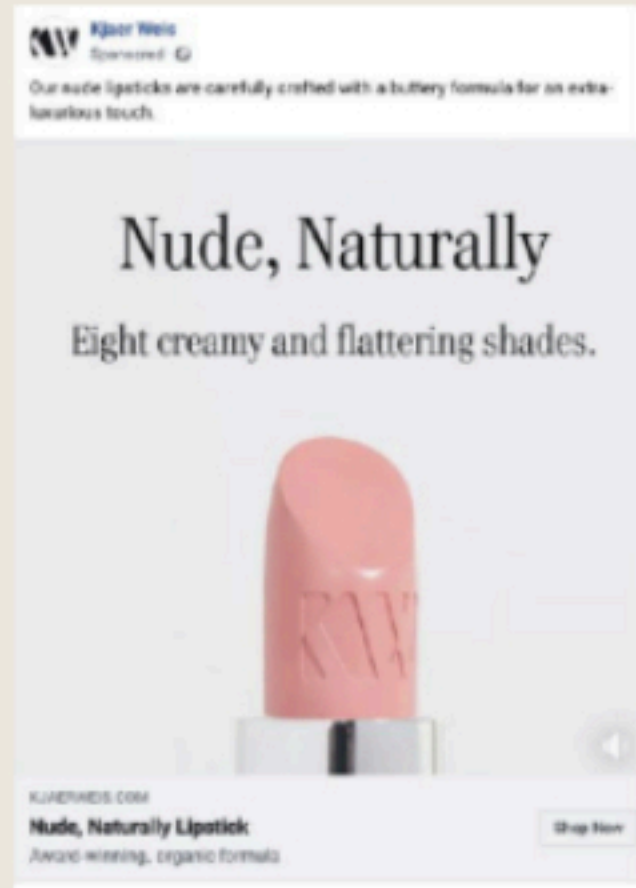
MEFA Group (Built on Wix): Created an engaging site for promoting construction services. mefagroup.com

Kadioğlu Yapı (Built on Wix): Designed a professional website for reliable construction services in Mersin. kadiogluyapiinsaat.com

Marketing Birds (Built on Wordpress): Developed a dynamic site for marketing insights and campaigns. themarketingbirds.com

Mopak (Built on Wordpress): Created an responsive website for a cardboard production company. mopak.com.tr

This slide highlights my capability to build and optimize websites that prioritize UX and visual appeal.



Facebook USD	Engaj (USD)	Gösterim (USD)	Link Tıklama (USD)	Link Tıklama Oran (%)	Toplam Harcaman (USD)	Link Tıklama Başına Ücret (USD)	Ürün Kartı (USD)	Toplam Harcaman TL (USD)	Facebook TL	Engaj	Gösterim	Link Tıklama	Link Tıklama Oran (%)	Toplam Harcaman	Link Tıklama Başına Ücret
18.10.2021	221.822	441.190	13.313	3,32%	\$561,95	\$5,2227	10,38	\$2.828,25	18.10.2021	82.040	190.480	3.272	3,17%	1769,00	60,23
19.10.2021	25.941	82.840	2.340	2,82%	\$63,88	\$5,0280	16,33	\$36,26	19.10.2021	5.159	5.527	541	2,95%	648,00	60,28
20.10.2021	20.075	81.847	2.125	2,60%	\$63,88	\$5,0280	16,33	\$36,26	20.10.2021	4.896	5.684	134	2,44%	648,00	60,30
21.10.2021	66.209	80.324	2.016	2,51%	\$89,98	\$5,0298	16,52	\$37,19	21.10.2021	4.412	4.680	128	2,72%	648,00	60,32
22.10.2021	89.247	79.229	1.838	2,19%	\$88,01	\$5,0184	16,63	\$36,83	22.10.2021	4.988	5.185	122	2,35%	648,00	60,33
23.10.2021	95.490	88.437	1.848	2,10%	\$83,06	\$5,0225	16,63	\$36,83	23.10.2021	4.743	5.619	104	3,27%	648,00	60,34
24.10.2021	94.470	75.490	2.008	2,67%	\$81,09	\$5,0225	16,73	\$36,41	24.10.2021	6.448	6.884	102	2,95%	648,00	60,32
25.10.2021	43.743	48.958	1.997	3,99%	\$43,43	\$5,0260	16,81	\$47,36	25.10.2021	6.496	6.855	111	2,49%	648,00	60,23
26.10.2021	44.879	51.320	3.302	6,43%	\$68,24	\$5,0224	16,54	\$45,59	26.10.2021	6.802	7.679	185	2,91%	648,00	60,22
27.10.2021	36.580	43.432	3.035	7,03%	\$68,56	\$5,0228	16,51	\$45,11	27.10.2021	6.513	6.612	155	2,34%	648,00	60,26
28.10.2021	37.288	41.918	3.096	7,38%	\$73,64	\$5,0228	16,63	\$47,23	28.10.2021	6.481	6.731	136	2,26%	648,00	60,31
29.10.2021	36.780	42.230	3.081	7,29%	\$73,72	\$5,0220	16,61	\$47,82	29.10.2021	4.990	4.847	148	3,05%	648,00	60,27
30.10.2021	40.843	45.985	3.022	6,57%	\$73,47	\$5,0223	16,61	\$47,22	30.10.2021	4.834	5.691	198	3,10%	648,00	60,25
31.10.2021	46.528	51.485	3.348	6,49%	\$73,16	\$5,0210	16,52	\$46,83	31.10.2021	5.722	5.842	161	2,71%	648,00	60,26
01.11.2021	46.075	51.610	3.416	6,62%	\$73,24	\$5,0226	16,61	\$47,87	01.11.2021	6.080	5.981	142	2,33%	648,00	60,28
02.11.2021	48.479	35.133	3.344	9,53%	\$88,26	\$5,0228	16,64	\$47,85	02.11.2021	5.454	5.824	123	2,11%	648,00	60,33
03.11.2021	46.226	52.392	3.196	6,10%	\$73,26	\$5,0221	16,73	\$46,11	03.11.2021	4.884	4.876	128	2,59%	648,00	60,29
04.11.2021	51.691	36.783	2.896	4,89%	\$73,26	\$5,0242	16,73	\$46,82	04.11.2021	5.019	5.245	116	2,17%	648,00	60,34
05.11.2021	36.981	46.889	1.702	3,74%	\$48,98	\$5,0294	16,69	\$44,11	05.11.2021	6.943	6.170	128	2,22%	648,00	60,31
06.11.2021	42.728	47.241	1.958	3,30%	\$83,12	\$5,0252	16,83	\$46,66	06.11.2021	34.232	42.417	1.268	2,98%	648,00	60,37
07.11.2021	10.047	10.890	628	3,10%	\$19,82	\$5,0315	16,83	\$192,86	07.11.2021	27.700	37.582	1.406	3,95%	1.098,00	60,27
08.11.2021	34.709	42.622	872	2,91%	\$64,12	\$5,0222	16,63	\$44,12	08.11.2021	34.709	42.622	872	2,91%	648,12	60,46
09.11.2021	43.519	52.643	887	1,87%	\$59,61	\$5,0222	16,63	\$44,12	09.11.2021	43.519	52.643	887	1,87%	659,61	60,60
10.11.2021	47.311	35.975	872	1,74%	\$59,61	\$5,0222	16,63	\$44,12	10.11.2021	47.311	35.975	872	1,74%	659,61	60,61
11.11.2021	36.983	42.893	714	1,66%	\$68,81	\$5,0222	16,63	\$44,12	11.11.2021	36.983	42.893	714	1,66%	638,81	60,76
12.11.2021	61.589	61.158	796	1,29%	\$68,81	\$5,0222	16,63	\$44,12	12.11.2021	61.589	61.158	796	1,29%	643,89	60,81
13.11.2021	49.984	50.188	793	1,27%	\$68,81	\$5,0222	16,63	\$44,12	13.11.2021	49.984	50.188	793	1,27%	662,18	60,84
14.11.2021	46.743	36.632	716	1,20%	\$68,81	\$5,0222	16,63	\$44,12	14.11.2021	46.743	36.632	716	1,20%	662,02	60,86
15.11.2021	40.064	30.190	607	1,30%	\$66,51	\$5,0222	16,63	\$44,12	15.11.2021	40.064	30.190	607	1,30%	666,51	61,10
16.11.2021	46.507	34.558	483	0,99%	\$66,54	\$5,0222	16,63	\$44,12	16.11.2021	46.507	34.558	483	0,99%	666,54	61,38
17.11.2021	42.032	30.328	480	0,90%	\$66,27	\$5,0222	16,63	\$44,12	17.11.2021	42.032	30.328	480	0,90%	661,27	61,37
18.11.2021	36.485	44.231	477	1,08%	\$69,24	\$5,0222	16,63	\$44,12	18.11.2021	36.485	44.231	477	1,08%	669,24	61,45
19.11.2021	36.981	43.846	448	1,01%	\$71,14	\$5,0222	16,63	\$44,12	19.11.2021	36.981	43.846	448	1,01%	671,14	61,50

Client: Kjaer Weis - Cosmetic Brand

Paid Ads on Meta and Google:

- Successfully drove impressive results through targeted paid ad campaigns.
- Managed comprehensive reporting to track performance and optimize campaigns.
- Improved CTR and CPC through data-driven strategies and continuous A/B testing.
- Enhanced client satisfaction with detailed and transparent reporting, showcasing clear KPI trends and retention metrics.
- Utilized visual storytelling to increase engagement and conversion rates.

This slide demonstrates my proficiency in managing and optimizing paid ad campaigns, delivering successful outcomes, and maintaining high client satisfaction through effective reporting.

other paid ads clients



Paid Media – Facebook CTR & CPC – Aug 2020

Facebook CTR:
Despite the fact mostly old creatives were utilized, Facebook's had the highest CTR since May (0.71%). The increase is due to:

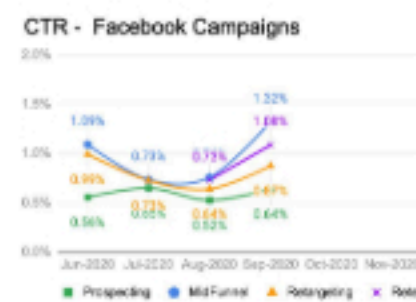
- Advertising to a more relevant audience than previous months with Facebook audience changes.
- Utilizing most successful ads in June, July's history.
- Ongoing ad optimization.

Facebook CPC:
Facebook CPC increased by +3%. Prospecting's CPC increased by +20% due to higher spend [it spend was more than doubled].

MidFunnel's CPC decreased by -26%. MidFunnel is a campaign where social media engagers who did not visit the site in the last 180 days are targeted. It's a small but one of the most engaging audiences in Facebook.

Retargeting's CPC decreased by -85%, due to relevant audience and optimization.

First test of Retention audience was in National Lipstick day, which had a very low volume and a very high CPC (CPC = \$22.31). With the new Retention campaign CPC decreased by -73%. The efficiency comes from expansion of the audience by using a customer list of all purchasers (except purchases of last 60 days) rather than using cookie-based purchases of the last 180 days.



CPC - Channel Breakdown

Retention

Best

Promising

VD_EyeShadow_SHP_Quadrantia_rck1wz_UJD_PFD

Clicks: 69
CTR: 1.73%
ROAS: 3.77

This ad clicked the most as well as driving the highest number of sales.

Retention

Promising

CR5_BrowGel_SHP_BrowGelBasic_1_7DF_PFD

Despite its short time of publish, this ad brought significant number of sales with a high ROAS.

Google Conversion KPI Trend



Retention

Promising

CR5_EyeShadow_SHP_Quadrantia_rck1wz_UJD_PFD

This ad clicked only 4 times with a quite low ROAS relatively.



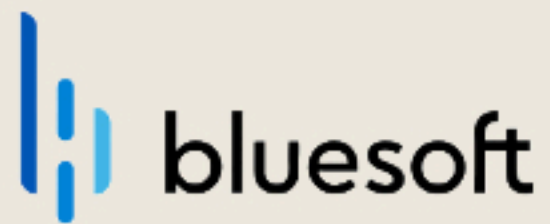
PLATFORM: **ONTRAPORT**

Very successful marketing automation setup in order to sell online cyber security courses using our different sales funnels.



PLATFORM: **WIX AUTOMATIONS**

Implemented a successful marketing automation setup to sell online courses for MB Academy, leveraging multiple sales funnels.



PLATFORM: **ACTIVE CAMPAIGN**

Implemented a comprehensive marketing automation strategy to drive online course sales, utilizing various sales funnels to enhance conversion rates and customer retention.

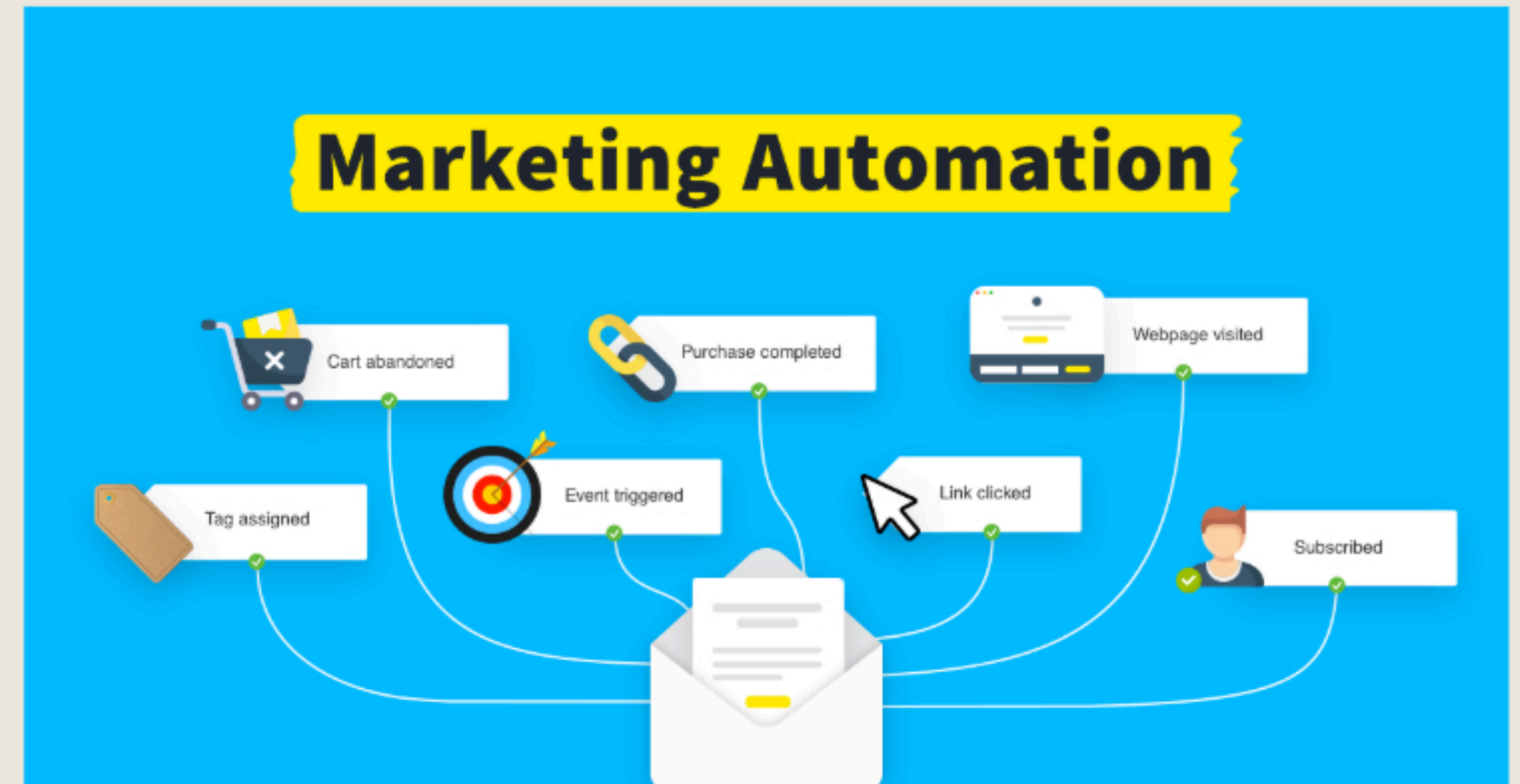


PLATFORM: **WIX AUTOMATIONS**

Implemented effective automation to enhance engagement and lead generation for luxury apartments, improving client interaction and conversion rates.

MARKETING AUTOMATION

WORK SAMPLES & PROJECTS



**Angel Rodriguez Elices** · 1stGlobal head of digital sales and DUX at MAPFRE
October 10, 2019, Angel managed Yusuf directly

All LinkedIn members

On 

MAPFRE Sigorta was very lucky to have Yusuf in the digital marketing team. I 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. Unfortunately, he moved out of Turkey and we lost a very good team member.

**Kirill Grechko** · 1st

Making things work

June 25, 2019, Yusuf was senior to Kirill but didn't manage Kirill directly

All LinkedIn members

On 

I worked with Yusuf on a project, where he showed his great organizational skills and ability thinking out of the box. Yusuf showed great digital marketing skills with deep focus on internal processes, while making sure that all his team members can realize their potential. Even though he has developed high hard skills in marketing his creative approach helped team to implement more than client would expect.

**Jakub Drobek** · 1st

Brand, Marketing & Communication Director at Uniqa CZ/SK

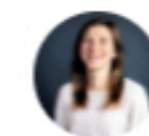
May 10, 2017, Jakub managed Yusuf directly

All LinkedIn members

On 

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.

**Daniela Badalan** · 1st

Global Digital Manager - Strategy & Content, Essity

January 25, 2017, Daniela was Yusuf's teacher

All LinkedIn members

On 

Yusuf was one of my best students - he is very bright, knowledgeable when it comes to everything digital, with a very strategic thinking, always curious and keen to learn more. It was always a pleasure to have him in class.

**Pinar Akçay** · 1st

Marketing and Communication Professional

October 15, 2015, Pinar managed Yusuf directly

All LinkedIn members

On 

I worked with Yusuf from day 1 of his career at MOPAK, precisely I hired him without any doubt and the reason which helped me giving my decision was his spontaneously creative answer that he gave to one my standart twitter questions. Today I see I wasn't wrong at all. He is a highly curious marketing professional, he has that urge orienting him to search and find new ideas, trends and initiatives. Because of that hunger of information and continuous connection, his knowledge on all platforms/tools of digital marketing is remarkable regarding his age. He worked with me in digital communication but I should underline that he has an obvious tendency to all marketing and creative issues. He's a dedicated, honest and open minded character. During our projects assigned directly to him - mopakdefter.com and mopak.com.tr establishment and launches - he managed a complex process successfully and during our other marketing projects - even he's the digital marketing responsible - he involved in the tasks, meetings etc and created good ideas. That is why I would recommend Yusuf and his work to all managers willing to work with a young, curious and open minded team member.

**Michał Dybcio** · 1st

Head of Creative @ tribe47 | Content, Strategy, Communications, Social Media, Video

April 16, 2020, Michał reported directly to Yusuf

All LinkedIn members

On 

Since I met Yusuf on my professional path, he has been working with great dedication to whatever he was assigned to. As a digital marketer, he was significant support for the team (both as a coworker and manager). We worked on several major (and challenging) projects together, as well as created marketing strategies for different businesses. His area of expertise involves not only project management and the background in content marketing allows him to bring even more value and look at important points from different perspectives. I was often impressed by his creative ideas and unconventional way of thinking. Yusuf managed projects and ran campaigns successfully, at the same time using new marketing tools and following latest trends. He was always patient and focused on his tasks. At the same time, he was a good colleague and offered help when needed.

YUSUF UCUZ



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yusufucuz.com

HOW CAN I HELP YOUR BUSINESS?