



YUSUF UCUZ

digital marketing professional

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education

2011 - 2013
London Middlesex University
MA, e-Marketing & Social Media

2010 - 2011
UC Berkeley
Certificate, Project Management

2005 - 2009
Istanbul Marmara University
BA, Business Administration

languages

- English (Fluent)
- Turkish (Mother Tongue)
- German (A2 - Learning in progress)

highlighted skills

- ★ digital marketing strategy
- ★ content marketing
- ★ social media marketing
- ★ marketing automation
- ★ email marketing
- ★ lead generation
- ★ paid ads
- ★ lead generation
- ★ website building & optimization
- ★ analytics & reporting
- ★ webinar management
- ★ project management
- ★ seo
- ★ marketing tech stack
- ★ conversion optimization
- ★ campaign management
- ★ growth hacking

[go to my portfolio >>](#)

experience (freelancing & own projects)

Kjaer Weis (Luxury Organic Makeup)

Managed and optimised paid ad campaigns on Meta and Google, improving click-through rates and reducing costs. Provided detailed performance reports to enhance client satisfaction.

Whind (Luxury Skincare)

Managed and optimised paid ad

summary

A strategic and results-driven Digital Marketing Manager with 10+ years of experience across diverse industries, including insurance, fintech, SaaS, tech, online education, healthcare, and real estate. Proven expertise in developing and executing comprehensive digital marketing strategies that leverage AI and data analytics to drive growth and optimise performance. Adept at content marketing with a creative flair, and highly experienced in lead generation and marketing automation. Proficient in website creation using tools like Wix and WordPress, and a track record of successfully managing numerous social media accounts. Experienced in both agency and client-side (corporate) environments. Recognized as a quick learner who thrives in fast-paced, high-pressure environments, with a demonstrated ability to lead and inspire teams to achieve exceptional results.

experience (full time) from March '14 until today



Marketing Manager | MEFA Group | Mersin, Turkey (Remote) | Sep. '20 - present

Responsibilities:

- Created and optimised the Nerissa Mefa project website, improving UX and lead capture.
- Designed and managed ad campaigns across major platforms (Facebook, Instagram, Google, YouTube).
- Implemented email marketing and automation for streamlined workflows.
- Led lead generation efforts, achieving significant results for luxury residential apartments.
- Produced high-quality content (graphics, videos, blog posts) to support marketing strategies.
- Conducted data analysis for performance tracking and optimization.
- Managed budgets and timelines for marketing projects.
- Developed and executed full-funnel digital marketing strategies, boosting brand visibility and lead generation.

Key Achievements:

- Generated 5000+ leads for Nerissa Mefa at ~€4/lead.
- Built a social media community from scratch to 5K audience.
- Reached over 5 million people nationwide.
- Managed €100K+ budget effectively per year.
- Successfully launched a new brand's marketing strategy.
- Created different sales funnels that worked efficiently.
- Run successful billboard campaigns that increased brand awareness significantly.



Digital Marketing Manager | Tribe47 | Warsaw, Poland | Apr. '18 - Jul. '20

Responsibilities:

- Led diverse digital marketing projects from concept to completion.
- Planned, coordinated, and executed engaging webinars with high attendance.
- Developed and implemented go-to-market strategies for various clients.
- Managed marketing budgets efficiently.
- Designed and executed digital marketing funnels for customer acquisition and retention.
- Provided training and mentorship to the content team.
- Optimised marketing automation processes for improved efficiency.
- Managed a team of 5+ members, fostering collaboration and high performance.

Key Achievements:

- Achieved 40% revenue increase through digital marketing efforts.
- Boosted website traffic by 125%.
- Grew social media audience by 92.57%.
- Expanded newsletter subscribers by 57.34%.
- Achieved 6.5 million social media post reach.
- Organised 5 webinars with 4,000 live attendees.
- Sent over 1 million emails in marketing campaigns.
- Published 31 high-quality blog posts.
- Led the launch of 4 new products.



Senior Digital Marketing Specialist | MAPFRE | Istanbul, Turkey | Oct. '17 - Mar. '18

Responsibilities & Achievements:

- Created a comprehensive digital marketing strategy incorporating new product launches.
- Managed digital ad campaigns across various platforms.
- Launched a new company blog, improving content marketing efforts.
- Enhanced SEO results through content optimization.
- Managed the CMS system, focusing on UX design.
- Conducted A/B tests to increase conversion rates.
- Assisted in launching a new customer zone website.

campaigns on Meta and Google, enhancing click-through rates and lowering costs. Delivered comprehensive performance reports to boost client satisfaction.

Cloud Insurance (Fintech)

Focused on project management and digital marketing strategies to enhance online presence and customer engagement. Managed social media, content creation, and lead generation campaigns.

Vatix (SaaS - Safety and Compliance Software)

Led project management efforts, overseeing the execution of comprehensive marketing plans. Managed multi-channel campaigns, optimized the website for lead generation, and implemented marketing automation.

EDS Med Care (Health Tourism)

Created and managed Meta ad campaigns for a health tourism company, attracting international patients and increasing inquiries and appointments.

MB Academy (Education)

Co-founded and managed all marketing activities, including social media, Meta Ads, and digital marketing training. Served as an instructor and webmaster, building a strong marketing community.

references



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

"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."



Jakub Drobec · 1st
Brand, Marketing & Communication Director at Uniqa CZ/SK
May 10, 2017, Jakub managed Yusuf directly

"Working with Yusuf was a great experience. He adapts easily to team conditions, is result oriented, responds well to ever-changing environments 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."

15 more recommendations [on my LinkedIn Profile >>](#)

- Created and managed email marketing campaigns for lead generation and community management
- Handled internal communications through company newsletters
- Executed a limited-time digital campaign to promote online car insurance quotes
- Executed A/B tests for website optimization



Content & Digital Marketing Specialist | GENERALI | Istanbul, Turkey | Jan. '16 - Sep. '17

responsibilities and achievements

- Led content marketing strategies aligned with insurance sales funnel
- Created a new content marketing strategy with KPIs and budget
- Developed a monthly editorial content calendar
- Managed social media accounts and authored 70+ blog posts, increasing blog traffic by 300% and attracting 300k new users
- Planned and executed offline and online campaigns
- Oversaw creative processes and production for various marketing materials
- Executed influencer marketing collaborations
- Monitored and reported on social media, ads, blog traffic, and engagement
- Managed agencies for creative works and SEM
- Covered live events on social media

MOPAK Digital Marketing Specialist | MOPAK | Istanbul, Turkey | Nov. '14 - Dec. '15

responsibilities and achievements

- As the first digital marketer (one-person digital marketing team) at MOPAK, I created a digital marketing go-to-market strategy from scratch for both B2B and B2C brands, laying a solid foundation for the company's digital presence.
- Successfully developed two new websites: mopak.com.tr and mopakdefter.com, enhancing the company's online visibility and accessibility.
- Independently created mopak.com.tr using WordPress, managing the entire content creation process and coordinating with all stakeholders to ensure the website met the company's standards and objectives.
- Managed the agency responsible for creating mopakdefter.com, ensuring the new strategy was effectively implemented and aligned with the company's digital marketing goals.



Social Media Specialist | BUZZ | Istanbul, Turkey | Mar. '14 - Nov. '14

responsibilities and achievements

- Managed social media accounts for three brands: Okyanus Kolejleri, SuperStep, and Doğuş Çay, enhancing their online presence.
- Acted as brand manager for SuperStep and Okyanus Kolejleri, preparing and executing social media strategies tailored to each brand.
- Led the #oldiebutselfie social media campaign for SuperStep, overseeing the project from inception to completion.
- Served as a copywriter for social media accounts and campaigns, creating engaging content to boost brand visibility.
- Updated the agency's blog with digital media news, keeping content fresh and relevant.
- Created real-time marketing content for Citroen Turkey's social media accounts, driving engagement through timely posts.
- Composed viral content for Onedio.com for Doğuş Çay, increasing brand awareness and engagement.
- Participated in the creative team for the Adımı Tarihe Yazdım walking application for Astra Zeneca and Turkish Diabetes Association.
- Worked as a project manager for Gittigidiyor (eBay) Cadde website, ensuring alignment with client objectives.
- Researched and collaborated with new content creators such as vloggers to produce high-quality videos for Gittigidiyor (eBay) Cadde website.
- Reported and analysed social media outcomes, providing insights on consumer trends and campaign performance.