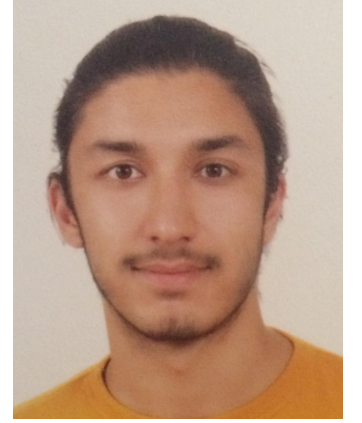


Emrah Kurtulmuş

Şairler Sok. No: 11 / 20 - İstanbul / Esentepe, TURKEY
GSM: +90 533 511 98 47
E-mail: emrahkurtulmus@gmail.com
Website: www.kurtulmusemrah.com - www.varunagezgin.com



PERSONAL INFORMATION

Date and place of birth: 23.01.1984 – Eskişehir / Turkey
Nationality: Turkish

WORK EXPERIENCE

Jul'17 – Present **Online Marketing Consultant**

Independent Contractor

- Working with Startups (SaaS, Mobile Solution Firms and E-Commerce)

Apr'15 – Jun'17 **Performance Marketing Manager**

DÜĞÜN.COM

- Dugun.com is Turkey's leading wedding planning platform, providing a smooth end-to-end wedding preparation experience to over 300,000 prospective couples each year.

Jan'14 – Apr'15 **Online Marketing Consultant**

Independent Contractor

- Working with Startups (SaaS, Mobile Solution Firms and E-Commerce)

Sep'12 – Jan'14 **Online Marketing Executive**

JOKER - Actera Group

- Defining the web UX strategy to meet SEO optimised marketing experience strategies.
- Deciphering current site traffic trends and user behaviour into insight for site structure and marketing improvements.
- Devising various software programs, to measure the growth and effectiveness of performance marketing and to recommend areas of improvement for campaign performance against competitors.

- Having duties as paid search, display and re-targeting campaigns that include keyword research, creative and ad development, bid management, ad and landing page conversion optimisation, tracking, analysis and reporting.
- Configuring and analysing analytics and being able to generate Ranking & Traffic Analysis Reports using goals and filters with a deep understanding of Google Analytics.
- Developing campaigns across existing channels including PPC, display, affiliates and SEO along with developing newer channels.
- Setting up and developing micro co-brand site via WordPress to increase brand awareness and lead brand perception towards the desired directions.
- Working closely with developers and designers in process of creating new e-commerce website from scratch.
- Management of Paid Search activity on Google via AdWords.
- Management of our retargeting, price-match and affiliate activity.

May'12 - Sep'12 **Performance Marketing Executive**

iPROSPECT

- Maintaining and developing the search engine marketing campaigns to deliver projected traffic/revenue and analysing the campaign performances for future activities.
- Observing market activity that the company operates in and recommending future PPC opportunities and activities by keeping up to date with the latest trends.
- Monitoring and reporting on marketing performance and user activity, and revising the performance marketing campaigns by acting upon this intelligence if necessary.
- Supporting the globally-known brands with PPC campaigns by adapting their promotional campaigns and mechanics.
- Driving search engine marketing activities including keyword research, optimisation of texts and display ads and landing page strategies.
- Set up acquisition, conversion and retention targets for the brands and taking responsibility for their successful achievement.
- Focusing on quality of the traffic that derives from the performance marketing activities and having the creative ability to improve performances sustainably.
- Supervising and informing the interns and the performance marketing specialists about the policies, practices and procedures of the brands with the SEM campaign mechanics of these brands and delegating the responsibilities among them.
- Following the new opportunities and learning by discovery to share the new trends with the team to be used in performance marketing activities.

Major Clients: Nokia, Pegasus, Panasonic, Opel, Adidas, Reebok, Saturn, Honda, Johnson & Johnson

Aug'11 - May'12 **Performance Marketing Specialist**

iPROSPECT

- Develop and manage performance marketing activities; (Search Engine Marketing, Facebook Advertising...) including continuous optimisation of text ads, display ads and keywords, to drive incremental website and mobile traffic, increase sales conversions and optimise marketing investment.

- Prepare reports on all SEM and SMM activities to communicate performance to brands to aid decision making.
- Initiate multivariate testing to optimise search traffic and sales conversions.
- Technical tool implementation for accounts like Adgooroo, Doubleclick...etc.
- Gather all applicable metric data to contribute insightful analysis to make effective, data-drive recommendations for campaign optimisation and improvements across all online marketing channels.
- Manage development and refinement of analytics dashboard to encompass data from all online marketing channels.
- Cooperate with online and offline departments to create 360 degree advertising atmosphere to clients.
- Being connected with iProspect and Carat global offices to get training and up-to-date information from digital world.
- Follow billing, accounting activities and correcting the campaign budgets.

Major Clients: Nokia, Disney, Honda, Saturn, Media Markt, Hotpoint - Indesit, Eczacıbaşı (Nivea, Nivea For Men, 8x4, Okey, Solo, Selpak, Detan, Defans, Kanyon, İstanbul Modern, Askaynak...etc.), Philips, Adidas, Reebok, Mattel (Barbie, Fisher&Price...etc.), Luxottica (Ray-Ban, Vogue...etc.), Lilly, Total Oil, Yargıcı

Sep'10 - Jan'11 **Project Specialist**

2FRESH

- Provide daily direction to project team; create and manage overall project work plan and work effort; prepare status reports.
- Perform activities associated with the management of the project team which may include: establishing goals, monitoring performance, and providing individual performance input.

Mar'10 - Sep'10 **Search Engine Marketing Specialist**

METGLOBAL

- Perform ongoing keyword discovery, expansion and optimization
- Research and implement search engine optimization recommendations
- Execute tests, collect and analyze data, identify trends and insights in order to achieve maximum performance in paid search campaigns
- Track, report, and analyze website analytics and PPC initiatives and campaigns
- Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- Optimize copy and landing pages for search engine marketing

Aug'06 - May'08 **Boğaziçi University**

Secretary General
Physical Education Department

Jun'07 - Aug'08 **Boğaziçi University**

Physical Education Department
Summer School Sports Coordinator
Summer School Sports Instructor

EDUCATION

- 2003 - 2016 **Boğaziçi University**
Istanbul / Turkey
BS in Math&Science Education
- 2001 - 2002 **Atayurt Private High School**
Eskişehir / Turkey
- 1995 - 2001 **Eskişehir Anatolian High School**
Eskişehir / Turkey

EXTRACURRICULAR ACTIVITIES

- 2003 - 2010 **Boğaziçi University Sports Committee**
- President of Executive Board, 2008 - 2009
 - Treasurer of Executive Board, 2007 - 2008
 - Member of Executive Board, 2006 - 2007
 - Member, 2003 - 2006
- 2004 - 2007 **Boğaziçi University Mountaineering Club**
- Treasurer of Executive Board, 2006 - 2007
 - Member of Executive Board, 2005 - 2006
 - Member, 2004 - 2005
- 2003 - 2006 **Boğaziçi University Fine Arts Club**
- Treasurer of Executive Board, 2005 - 2006
 - Member of Executive Board, 2004 - 2005
 - Member, 2003 - 2004
- 2006 - 2011 **Boğaziçi University American Football Team Member**
1995 - 2002 **Eskişehir Anatolian High School Basketball Team Member**
1996 - 1998 **Eskişehir Anatolian University Folk Dancing Group Member**

BACKPACKER EXPERIENCE

2015 **Central America**

*Gezmek için Yaşamak - Documentary with İz Tv

2013 **Kenya - Madagascar - Mauritius**

*Gezmek için Yaşamak - Documentary with İz Tv

2011 **Far East**

Route: Philipines, Macau, Hong Kong, Singapore, Thailand, Cambodia, Malasia, Srilanka

2010 **Portugal**

Route: Lisbon, Alcantara, Belem, Alges, Oeiras, Carcavelos, Parade, Estoril, Cascais, Guincho, Sintra, Moita, Almada

2010 **Kenya - Tanzania - Zanzibar**

Route: Nairobi, Arusha, Lake Manyara, Serengeti, Klimanjaro, Moshi, Dar es Selam, Zanzibar, Pembe, Tanga, Mombasa, Nairobi

2008 **Thailand**

Route: Bangkok, Khoa San, Patpong, Thung Sukhla, Pattaya, Pran Brui, Koh Samui, Koh Phangan, Koh Tao

2007 **Japan**

Route: Most of it.

2006 **France - Spain**

Route: Paris, Bordeaux, Biscarrosse, Bayonne, San Sebastian, *St.Pee, Toulouse, Madrid, Sevilla, Malaga, Valencia, Barcelona, Ibiza

*St.Pee - Concordia Charity Camp

LANGUAGE AND COMPUTER SKILLS

- English (Proficient)
- MS Office (Excel, PowerPoint, Word), Adobe Photoshop, Illustrator, In Design, Adwords Editor, Adgooroo, Wordpress, Power Editor, Medplan

INTERESTS

Traveling (as Backpacker), Scuba Diving, Snowboarding, Mountaineering / Rock Climbing, American Football, Basketball, Playing Guitar, Cinema, Anime, Cooking-Eating, Photography, Photoshop (<http://eminous.deviantart.com/gallery/>)

REFERENCES

References will be provided...