



# Ozgur Agca

ECommerce & Digital Marketing

İstanbul, Türkiye

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## Links

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## Languages

Turkish (Native)

English (Fluent)

German (Basic)

## About

BRANDS WORKED WITH

- Cargill
- Evgin Menkul Deger.
- PACKARD (SYKES).
- Sabancı Center - BRISA.
- The Orient Bazaar
- TURKIYE EKONOMI BANKASI A.S. (EX-FORTIS BANK).

## Experience



### ● HEAD OF E-COMMERCE & DIGITAL MARKETING

The Orient Bazaar | Feb 2015 - Now

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### ● E-COMMERCE MANAGER

The Orient Bazaar | Jul 2011 - Feb 2015

- Successfully converted oriental rug business into modern home textile (carpets and rugs, pillows, poufs, customized items, etc) and accessory business (bags, shoes and belts) with +80% sales revenue through e-commerce
- Designed and developed 6 new product categories for international B2B and B2C online customers
- Involved in designing and launching of e-commerce and blog websites, as well as associated social media accounts such as Facebook, Instagram, Pinterest etc., since 2012.
- Managing and monitoring web track, conversion strategies through various platforms Tracking SEO and Google Analytics data and making complex analysis
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- Determining the format and features of the web-site in order to maximize clarity and ease of navigation for customers Liaising with the web developers to develop and alter the website as needed
- Planning digital marketing , including web, SEO/SEM, email, social media and
- display advertising campaigns
- Conducting market researches and arranging the online transactions accordingly.
- Determining the format and features of the web-site in order to maximize clarity and ease of navigation for customers Liaising with the web developers to develop and alter the website as needed.
- Achieve growth and hit sales targets
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- Managing all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting
- Developing and implementing e-commerce strategy in order to improve website performance Working with developers to improve website speed
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- Working with the marketing team or manage digital marketers in order to improve quality and traffic acquisition Re-Platforming website to new CMS, making website mobile capable
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- Researching market in order to discover new trends and technologies in order to improve website performance
- Analysing various data in order to deliver data driven strategies in order to deliver top performance and achieve KPIs
- Overseeing or directly managing digital marketing channels across PPC, SEO, Display, Affiliates and E-mail marketing and Social Media
- Developing content calendar and overseeing website uploads and land-

ing pages development Reporting on performance.



- **SENIOR TRADE STRUCTURE AND FINANCE ADMINISTRATOR**

Cargill | Feb 2006 - Jun 2011

Executing foreign trade deals and their nance

- Handling all writings with correspondent banks, Cargill oces
- worldwide and other third party companies/institutions Opening l/c s , presenting and checking documents, following
- payments Dealing with related banks in order to set an acceptable discount
- rate and preparing all related paperwork for the payments Following up the payments and paperwork of transit trade les
- and the coordination with banks Supporting abroad oces for all related transactions under
- Cargills responsibility Analysing nancially the nominated banks to allocate limits
- between Cargill and the banks, utilizing the limits and revising periodically Preparing reports and providing information ow for accurate
- reporting when needed. Negotiation of documents with banks/couterparties
- In case of necessity, handling other operational responsibilities of
- the administrator Doing all system bookings in order to prepare all reports and
- balance sheets those are presented to the management.(Summit, IRIS, Daily excel s/s, Support excel s/s) Handling all daily transactions and deciding for immediate issues

- **ASSISTANT SPECIALIST**

TURKIYE EKONOMI BANKASI A.S. (EX-FORTIS BANK). | Apr 2004 - Jan 2006

International payments and checking correspondent banks' accounts

- Preparing the proper message types in the SWIFT system for all collection, L/C and guarantee letter transactions Inquiring and responding the related banks for faulty transactions
- Opening L/C, checking documents and informing the related
- branch and customer to take necessary action to share them with the related government institutions and related
- departments in the bank Working as a consultant Preparing reports periodically

- **CUSTOMER REPRESENTATIVE HEWLETT**

PACKARD (SYKES). | Apr 2002 - Apr 2004

- **INTERNSHIP**

Evgin Menkul Deger. | Jun 1999 - Oct 1999

INTERNSHIP

- Sabanci Center - BRISA. | Jun 1997 - Oct 1997

Marketing Communication Management

## Education & Training

2003 - 2004 ● **Marmara University**  
MBA,

1996 - 2000 ● **Technical University**  
Mathematical Engineering,

1994 - 1996 ● **Yildiz Technical University**  
Mathematics,

1987 - 1994 ● Kadikoy Anatolian High School  
High School,