



# Hazal Turkeli

Digital Marketing Manager

📍 London, UK

[Portfolio link](#)

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## Languages

English (Fluent)

Spanish (Basic)

Turkish (Native)

## About

Hello,

An ambitious, analytical and commercially driven digital marketing professional with six years of experience across a broad range of marketing channels. Skilled in managing and overseeing simultaneous projects with the ability to set standards and achieve results. Confident in communicating and influencing at a senior level to engage stakeholders, obtain support and change behaviours. A creative thinker and outgoing in nature, I am experienced in building strategies, coordinating teams, managing people and building effective relationships.

Managing all online marketing channels, I'm responsible for the trade-driving activity and developing and delivering the integrated digital marketing strategy, setting KPIs and budgets to achieve the required growth in line with the wider business goals. I managed a team of 3-5 people and managed several agencies and partners.

My digital marketing experience with large-scale brands and social media campaigns, media plans and global digital strategies such as well-known healthcare brands, fashion, technology, university, natural and organic FMCG brands and the biggest iconic constructions projects. I created communication strategies from the beginning to the end, managed the paid media planning and instantly organised the live streams, influencers and content.

Other areas of the role include:-

PPC / Search Engine Marketing = Lead the introduction of an integrated SEO and PPC strategy combining cutting-edge data-driven tactics with technical optimisations and highly targeted content and outreach campaigns designed to deliver maximum growth with the best possible ROI.

Email = Manage a small email marketing team to ensure the delivery of all cross-channel marketing campaigns. Recently we have delivered several technical enhancements and optimisations, including automation and the integration of our CRM segmentation into our email system, allowing us to launch several targeted product and customer lifecycle campaigns.

Affiliates = Working with affiliate networks and closely with key affiliate partners, I have helped to grow the channel consistently over the past six years. During this time, our affiliate network has also become a key source for new customer acquisition.

Social media = Initially set up and managed all of the brands' social media channels I now work with agencies and advise our social media team on strategy and content plans.

Reporting and analysis = Worked on a project to enhance our analytics and reporting functionality with the goal of report automation, marketing attribution and CRO.

To follow my ambitions, I am willing to work in an environment that can help me develop my skills and implement the most creative digital projects harmonious with brand strategies.

Please find my resume attached. I'd love to meet with you to introduce myself better.

Best regards,  
Hazal Türkeli

BRANDS WORKED WITH

Babonbo

Bilhassa

Koordinat

Marketing Town

Stratejist

## Experience



### ● Paid Social Manager

Marketing Town | Mar 2022 - Now

Responsible for paid digital media buying in United Kingdom and European countries. My responsibilities are strategic planning, Media planning, Audience/Platform analysis and reporting. Regularly work with social media platforms, Google and Apple Search and Programmatic platforms.



### ● Digital Marketing Manager

Babonbo | Jun 2021 - Sep 2021

Work on strategic planning and execution, work on creatives, create content, create social calendars for months or for weeks, design campaigns, make social advertising and influencer management and execute paid media campaigns. Generate, edit, publish and share engaging content for the website and implement it on social media. My media buying experiences are based on; lead generation, app download, awareness campaigns, promotions, subscriptions and such. Manage and report on paid social, to improve performance

### ● Digital Marketing & Social Media Manager

Stratejist | Oct 2019 - Oct 2020

Brands: Otaci Natural Cosmetics, Siveno Natural Products, EuRho Vital Food Supplements, Gurvita Bone Broth, Bomberg Watches, Define the strategy from campaign ideation, creative execution, media planning and evaluation for Turkey and the global market Creating the social content calendars, creative contents and ads for each platform (Facebook, Instagram, YouTube, Twitter, Snapchat, TikTok..) Performing hygiene checks across the social accounts to ensure all content is up to date Run regular reports to analyse and track campaigns against set objectives Drive innovation and identify new channels to test Define KPIs and success criteria Set up the campaign budgets and implement tracking solution with tech teams Create and manage targeted ad campaigns on social media platforms Coordinate all team member and 3rd party partners, PR team members, influencers Set up and optimise company pages within each platform to increase the visibility of a company's social content Moderate all user-generated content in line with the moderation policy for each community Provide detailed analysis and reporting to demonstrate the impact of the activity Manage online reputation and crisis Suggest, design and implement creative digital projects Analyse digital campaigns success Stay up-to-date with digital technology trends

### ● Sr. New Media Expert

Tick Tock Boom Digital PR & Marketing Agency | Apr 2018 - Oct 2018

Brands: Novartis, Netaş, Assan Hanil, Assan Foods, Education Reform Initiative (ERG); Build and execute social media strategy through research, platform determination, benchmarking, and audience identification Create content that builds meaningful connections and encourages community members to take action Create and manage targeted ad campaigns on social media platforms Coordinate all team member and 3rd party partners Set up and optimize company pages within each platform to increase the visibility of company's social content Moderate all user-generated content in line with the moderation policy for each community Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information Manage online reputation and crisis Suggest, design and implement creative digital projects Analyze digital campaigns success Stay up-to-date with digital technology trends



### ● Account & Social Media Manager

Koordinat | Apr 2016 - Jan 2018

Brands: Is Bank GYO, İGA Airport, YSS Bridge, Nişantaşı University, Marka Turkey 2017, G Lingerie, Red Crescent, AFAD, Academic Hospital, Direniş Karatay Movie;

- \*Planning the necessary digital project or campaign depending on customers needs
- \*Organize the internal team through project or campaign steps
- \*Administrate the creation and publishing of relevant, original, high-quality content.
- \*Identify and improve organisational development aspects
- \*Create a regular publishing schedule.
- \*Implement a marketing & development calendar to manage timely campaigns.
- \*Organize necessary media spendings & promote content through social advertising.
- \*Moderate all user-generated content in line with the moderation policy for each community
- \*Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information
- \*Reporting and KPI tracking



### ● Social Media Specialist

Bilhassa | Dec 2015 - Apr 2016

Brands; Memorial Hospital, Hizmet Hospital, Medstar Hospital Group, Hamileyim.net, Memorial Wellness, İyilik Bebekleri, 365ist