

**Kartal Koray Yonca**

IntegratedMarketingSpecialist

 **Contact Information**

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Personal Website : <http://korayyonca.com/>

Personal Website (2) : <http://bit.ly/DMU-KKY>

 **Personal Information**

Total experience : 7 Years

Employment status : Working

Educational Status : University (Graduate)

Marital Status : Single

Nationality : Republic of Turkey

Military Status : Completed (07.05.2014)

Date of Birth : 01.01.1990

Place of birth : Turkey - Hatay

Driver's license : B (2010)

 **Summary****Corporate**

- Strategic Marketing & Marketing Communications Professional for more than 5 years.
- Marketing & Corporate Communications Executive at Set-Soft Information Technologies
- Project Manager & Content Editor at WebteBEN Digital Agency
- Content Editor at TwoShield Digital Agency
- Copywriter at icerikbulutu.com
- Copywriter & Content Editor at dijitalmedyauzmanligi.com
- Volunteer at Gurpinar Animal Shelter

Individual

- I know people deeply
- So, I know marketing deeply
- Content Marketing Specialist
- A Strong Follower of Marketing Trends
- Integrated Marketing Specialist| Native to Global & Traditional to Post Modern
- Storyteller
- Team Leader
- Marketing Thinker
- A Bookworm & Documentary Addict

 **Job Experience****Job Experience****Marketing and Corporate Communication Manager**

Set-Soft Information Technologies

11.2014-... (2 years, 2 months) İstanbul(Avr.) - Turkey Full-Time

Since 2006, SET SOFT has been distributing SDL Trados Technologies (Computer Aided Translation and Project Management Softwares) in Turkey and in the countries in the vicinity from one hand and multilingual web based programming services for local leading companies under its dedicated brand WebteBEN.

Job Description:

- I can easily say, I'm working as an integrated marketing executive for my company.
- Defining and managing marketing communication strategies to reach target audiences from 8 countries (Turkey, Georgia, Tunisia, Iran, Iraq, Afghanistan, Morocco, Libya)
- Implementing, monitoring and reporting PR projects based on raising awareness in our distribution area
- Keeping corporate web sites / micro web sites up to date
- Monitoring press stories relating to the company
- Preparing concept, images and content for e-Mail Marketing Campaigns (except HTML coding)
- SEO Analyzing & SEO improvements (site-wide SEO, on-page SEO and off-page SEO) (Google Search Console, Google Keyword Planner, Ahrefs, Keyword.io etc...)
- Designing UX for our e-commerce platform and the projects of our customers
- Preparing e-commerce performance reports (conversions, site performance , KPIs, e-commerce funnels etc...) (Google Analytics, Yandex Metrica, Hotjar)
- Managing digital advertisement channels (Google Adwords, Facebook Ads, Youtube Ads) (except remarketing ads)
- Content developing for documented or digital communication materials
- Consulting and Training of sales team (3-5 persons)
- Executing Brand Identity in coordination with General Manager

Office Clerk

Deutsche Post

11.2011-01.2012 (2 months) Goslar - Germany Part-Time

Job Description

- Process monitoring of cargo transactions
- Correspondence with customers

Assistant

Clausthal University Of Technology-Germany

10.2011-03.2012 (5 months) Clausthal - Zellerferd - Germany Part-Time

It was one of the part time jobs I've worked, in the period of I've been in Germany

Job Description

- Assisting professor to create course materials
- Preparing and moderating some case studies
- Supporting all parties in the planning phase of Industrial Marketing Seminars

Marketing Intern

Mavi Jeans

06.2011-09.2011 (3 months) İstanbul(Avr.) - Turkey Intern

Job Description

- Fulfill the tasks assigned in the marketing department

- Follow-up of dealers and consulting them about products
- Using a CRM app to interpret sales statistics
- According to these statistics planning some activities to increase sales

Marketing Specialist

Ardal Kimya İnşaat Taahhüt Ltd.

06.2009-06.2013 (4 years) İstanbul(Avr.) - Turkey Full-Time

Ardal Kimya is a manufacturer of cleaning materials & chemicals since 2006.

Job Description

Part-Time during the academic months & Full time during summer months

- Retention of existing customers and increase sales
- Potential customer research to gain new customers
- Customer visits
- Establish long-term B2B relationships between company and retailers
- Creating, training and consulting to the field sales team
- Reporting all the sales and marketing activities to the Manager

Education Information

University (Bachelor's Degree) 09.2008-02.2013	Yildiz Technical University - (Formal Education) Economic and Managerial Sciences Faculty, Business Administration (<i>Turkish</i>) Honored Student, Business Administration, 2013	3.05/4
University (Bachelor's Degree) 09.2011-03.2012	Clausthal University of Technology - (Formal Education) Economical Sciences Faculty, Business Administration - Economy (<i>English</i>) ^^ Erasmus Exchange Program ^^	3,02/5
High School 06.2008	Guralp College - Iskenderun Turkish – Mathematics	4.87 / 5

Foreign language

	Reading	Writing	Speech
English	Advanced	Advanced	Good
German	Good	Good	Intermediate

Competencies

Computer Skills	Microsoft Office (word, excel, powerpoint) Html (Beginner) Wordpress (CMS) Microsoft .Net CMS SDL Trados Adobe Photoshop (Intermediate) Adobe Illustrator (Beginner) SEO (Site-wide SEO, on-page SEO and off-
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page SEO) SEM Semrush Ahrefs DeepCrawl Screaming
Frog Searchmetrics Google Adwords Google Analytics
Yandex Metrica Google Search Console Google
Keyword Planner Keyword.io Google Tag Manager
Facebook Ads - Instagram Ads Youtube Ads Media
Planning and Purchasing Tools Social Media Tools
(instagress, websta.me, tweeki, tweetdeck, etc...)
Banner Ads, Programmatic Advertising

Certificate Information

digital media expertise

Bilge Adam Akademi - 12.2016

Corporate Communications on Digital Media SEO - SEM, Social Media Management, Content Marketing Mobile Marketing E-Mail Marketing, E-Commerce B2B - B2C Marketing Web Analytics ve Test, Dijital Advertising HTML Wordpress

German b1.2 Course

Clausthal University of Technology - 03.2012

Test information

English Proficiency Exam 2008(72)

Yildiz Technical University - 09.2008

Seminars and Courses

Digital Media Expertise

Bilge Adam Academy - 27.08.2016-27.12.2016(200 Hours)

- Corporate Communications on Digital Media,
- SEO - SEM,
- Social Media Management,
- Content Marketing,
- Mobile Marketing,
- E-Mail Marketing,
- E-Commerce,
- B2B - B2C Marketing,
- Web Analytics ve Test,
- Dijital Advertising,
- HTML,
- Wordpress

Industrial Marketing

Siemens / Clausthal University of Technology - 14.01.2012-28.01.2012(16 Hours)

Digital Marketing Management

Istanbul Business School - 05.03.2011-06.03.2011(8 Hours)

new forms of marketing | Digital Marketing

Topics:

- Digital Marketing Tools
- Mass Communication
- SEO
- SEM
- Social Media Effect
- Case Studies

Lecturer: Gökhan Salmanoğlu, Protector&Gamble

Corporate Communications Management

Istanbul Business School - 05.03.2011-06.03.2011(8 Hours)

Corporate Identity & Brand Identity Management

Topics:

- The Importance of Corporate Communication
- The Relationship between Corporate identity and Marketing
- New Media and Corporate Communication Tools
- Corporate Social Responsibility
- Creating a Brand Identity,
- Crisis Panels
- Crisis communications management ...

Strategic Marketing Management

Istanbul Business School - 26.02.2011-27.02.2011(8 Hours)

B2B Strategic Marketing Management

Topics:

- B2B marketing
- Improvement methods in sales channels,
- Distribution network and sales relationship,
- Case Studies

Lecturer: Olcay Arıcan, Peugeot Turkey

Department & Organisation Management

Istanbul Business School - 21.02.2011-22.02.2011(8 Hours)

Masters of Business Success

- Conditions for sales and operation team to work in coordinated manner,
- Motivation Elements
- Problem Solving
- Behavior development as an administrator
- Case Studies

Lecturer: Atakan Özdemir, Novartis (Head of Vaccines Turkey)

CAMP11 - Marketing CAMP

Koc University Marketing Club - 04.01.2011-28.01.2011(36 Hours)

It's a marketing meetup which lasted for 4 days and the participating companies are represented at the highest level

Participating Companies

- Abdi İbrahim
- Vodafone
- Ströer
- Turkleader
- Unilever
- Coca-Cola
- T-Box
- P&G
- MIT
- Darty
- Habertürk
- THY
- Yaşar Holding
- Vatan Bilgisayar

Skills

Yetenek

Sales Management

Seviye

★★★★☆

Social Media Management

★★★★☆

Brand Management

★★★★☆

Brand Development

★★★★★

Digital Marketing

★★★★★

■ Scholarships/Projects

Clausthal University of Technology| International Marketing Sessions Case Study Competition

Theme: Re-Tarketing of a Sinking Product

Degree: -1'st Prize

■ Additional Information

Hobbies : Fishing, Freediving, Watching Documentary, Spending Time with My Dog

Memberships : 2008 - 2013 YTU Business Administration Club, YTU Quality and Productivity Club, Koc University Marketing Club 2014- 2015 TFD (fudurizm.org)

Smoking : Non-smoker

■ References

Doç Dr. Celali Yılmaz

TSPAKB - istanbul representative

Tel : 05322969272 | E-Mail : celali@gmail.com

Baris ARDAL

Ardal Kimya İnşaat Taahhüt Ltd. - General Manager

Tel : 05335220660 | E-Mail : baris.ardal@teb.com.tr

Hasan ARDAL

Ardal Kimya İnşaat Taahhüt Ltd. - Owner Of The Firm

Tel : 05323620245

Ebru SEVİM

Mavi Jeans - Human Resources Supervisor

Tel : 05376110156

Esin Can MUTLU

Yildiz Technical University - Academician

Tel : 02123832480 | E-Mail : esincanmutlu@gmail.com

Haydar Ozkomurcu

Bilge Adam Academy - Lecturer

Tel : 0554 699 6502 | E-Mail : haydar@hozkomurcu.com

Ibrahim Kircova

Yildiz Technical University - Academician

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