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BERKE SARAÇ

PROFILE

Experienced Digital Marketing professional with a proven track record in social media management, SEO, and cross-channel marketing. Demonstrated success in increasing user engagement by 43% over 6 months through crafting and optimising Facebook campaigns and leveraging data-driven insights. Skilled in collaborating across teams to create impactful digital content and drive measurable results. Analytical and results-oriented, with strong communication skills and a focus on assessing campaign performance to identify growth opportunities.

EXPERIENCE

Marketing Coordinator

Grosvenor Casinos Reading Central, UK — June 2023-January 2025

Content Creation & Management: Schedule, draft, and boost engaging Facebook posts using Sprout Social, driving audience interaction and strengthening brand presence.

Performance Analysis: Analyse social media marketing performance metrics, including engagement rate, contributing to an increase in user engagement rate by **43%** over **6 months**.

Cross-Channel Campaigns: Utilise Adobe Campaign to execute cross-channel campaigns (emails, SMS), continuously monitoring their effectiveness with detailed performance reports.

Email & Communications: Execute A/B testing on email campaigns by segmenting audiences to test variations in subject lines, CTAs, and content. Optimise strategies based on engagement metrics, leading to a **38.8%** increase in email reach from April to September.

Design & Collaboration: Design internal newsletters, enhancing internal communication. Collaborate with the design team to create compelling visuals for social media, improving visual consistency and engagement.

Marketing Strategy & Planning: Developed and executed a comprehensive marketing plan, including goal setting, SWOT analysis, competitor analysis, and budgeting, aligning strategies with business objectives to optimize resource allocation and drive measurable results.

Digital Marketing Volunteer

Smart Works Reading, UK — Jan 2022-Mar 2022

Developed and implemented a digital marketing plan to increase donations via the SmartWorks Reading website.

MARKETING SKILLS

Social Media Strategies

SEO Campaigns

Content Creation & Copywriting

Branding & Design

Cross-Channel Marketing

ANALYTICAL SKILLS

Data Analysis & Performance Tracking

Detail Oriented

Problem Solving

TECHNICAL SKILLS

Microsoft Word

Excel

Powerpoint

GoogleAds

Google Analytics 4

Adobe Express

Adobe Campaign

Sprout Social

MailChimp

Canva

HTML

SOFT SKILLS

Team Collaboration

Multitasking

Communication

LANGUAGES

Turkish (Native)

English (Fluent)

Created and shared impactful stories of women benefiting from SmartWorks services on Instagram and Facebook, using Canva to design engaging posts that drove donations.

Designed and executed an email campaign on MailChimp to thank donors, strengthening relationships and encouraging continued support.

Naval Engineer Intern

Bilgin Shipping, Turkiye — Dec 2018-Feb 2019

Led the transformation of 2D yacht railing designs into 3D models using AutoCAD and Rhinoceros, significantly improving project accuracy and streamlining the production workflow, while working closely with design and manufacturing teams to ensure seamless integration of design updates into production processes.

Naval Engineer Intern

YardGem Shipping, Turkiye — July 2018-Sep 2018

Collaborated with cross-functional teams including design, production, and quality assurance to support the development and optimisation of marine engineering projects.

Participated in project meetings about discussions on design updates and project timelines, ensuring clear communication across teams.

EDUCATION

MSc Digital Marketing

Henley Business School, UK — 2021-2022

Achieved 1st Class Honours.

Core Modules: Measuring Marketing Performance, Marketing Communications (Digital, Social, and Integrated), Market Research, Branding.

Developed an SEO and PPC campaign using Google Ads to increase traffic for an online food blog created in WordPress.

Measured ROMI and marketing performance for various digital campaigns. Presented an integrated marketing communications campaign focused on achieving social and environmental sustainability.

Dissertation: Sustainability Behaviour, Green Perceived Risk, and Trust: Investigating the Role of Guilt Proneness in E-commerce (1st).

BSc Shipbuilding and Ocean Engineering

Istanbul Technical University, Turkiye — 2015-2019

Graduated 2nd overall in faculty.

Core Modules: Economics, Statistics, MATLAB, Experimental Design and Data Analysis.