

# Bariş Asa

## Growth & Marketing Manager

I'm an ambitious marketer with a particular focus on marketing & growth.

Always trying to learn & implement cutting-edge methods and technologies in my career.

### EXPERIENCE

#### Growth Manager

Artboard Studio

April 2022- October - 6 mos

- .Increased the MRR by **15%** and reduced the churn rate by **4%** in the first three months
- .Work with the CEO to design the growth & marketing strategies and build the function
- .Manage the embryonic growth & marketing teams as well as scoping and design the future organization
- .Lead the development and alignment of clear user journeys and segmentation
- .Expand Artboard Studio's bottoms-up flywheel to sales and opportunities beyond the user base
- .Scale the inbound marketing approach to create a strong pipeline.
- .Set up and optimize behavior-based automation flows
- .Design & schedule campaigns to drive acquisition and retention
- .Coordinate and create different types of marketing content: blog articles, advertising texts, press releases, newsletters, etc.
- .Create dashboards and reports to analyze and report the performance of the marketing channels

#### Marketing Manager

Segmentify

Jan 2021 - April 2022 - 1 yr 4 mos

- .Increased the MRR by **40%**, inbound leads count by **%90** in the first year
- .Responsible for creating the marketing strategy and budget
- .Build & manage the marketing team of eight and its daily operation
- .Work with 3rd parties in SEO & performance marketing fields
- .Run content marketing strategy to increase organic traffic
- .Closely work with global partnership and global sales team.
- .Run video podcast series' in 10+ countries globally
- .Manage inbound marketing activities to get new MQLs
- .Create dashboards and reports to analyze and report the performance of the marketing channels
- .Create workflows to automate the marketing & sales
- .Build and run product marketing strategy
- .Report directly to the CEO

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Istanbul, Turkey

#### Industry Knowledge

Marketing Management  
Growth Marketing  
Marketing Strategy  
Lead Nurturing  
Podcast Marketing  
Marketing Automation  
Content Marketing Strategy  
Search Engine Optimization  
Performance Marketing  
Social Media Management

#### Tools

Segment, Amplitude,  
Intercom, Hubspot,  
Customer.io, Hotjar,  
Cohere, Mailchimp,  
Amazon SES, Unbounce,  
Optimizezly, Clearbit,  
Klaviyo, Semrush, Google  
Search Console, Ahrefs,  
Google Analytics, Google  
Tag Manager, Google Ads,  
Linkedin Ads, Facebook  
Ads, Buffer, Hootsuite,  
JIRA, Notion, Asana,  
Trello, Figma, Sketch,  
Adobe Creative Suit

#### Languages

English (professionnal)  
Turkish (native)

#### Social

[barisasa.com](https://barisasa.com)

[linkedin.com/in/barisasa/](https://linkedin.com/in/barisasa/)

## **Marketing Executive**

Segmentify

Apr 2020 - Jan 2021 · 10 mos

- .Responsible for running marketing strategy
- .Execute inbound marketing activities to get new MQLs
- .Run advertising campaigns on Facebook & LinkedIn to generate new leads
- .Create workflows to automate the marketing and sales processes
- .Run video podcast series' in 3+ countries
- .Work with 3rd parties on SEO & website design & performance marketing fields
- .Closely work with global partnership and global sales team.
- .Analyse and report the performance of the marketing channels
- .Report directly to the CEO

## **Marketing Analyst**

Zeo Agency

Aug 2018 - Apr 2020 · 1 yr 9 mos

- .Create & run the marketing strategy with a team of three and 3rd parties.
- .Closely work with the business development team to increase sales and MQLs
- .Plan & execute the rebranding project of the Zeo Agency with agencies, designers & developers
- .Run advertising campaigns on Facebook & LinkedIn to generate leads
- .Organize the Digitalzone - The largest digital marketing event in eastern Europe- and Digitalzone Meetups -monthly- as a host
- .Worked with exclusive customers of the agency as a marketing consultant on growth marketing, CRO, marketing automation, email marketing, and social media management fields.

## **Jr. Marketing Analyst**

Zeo Agency

Oct 2017 - Aug 2018 · 11 mos

## **Business Development Assistant**

iyisahne.com (Acquired by dugun.com)

Oct 2016 - Oct 2017 · 1 yr 1 mos

## **Business Development Intern**

Bundle News

Jul 2016 - Oct 2016 · 4 mos

## **Marketing | Brand, PR & Communications Intern**

eBay Turkey

Jun 2016 - Jul 2016 · 1 mos

## **EDUCATION**

### **Bachelor's Degree on International Trade and Finance**

Kadir Has University (Fully English & 100% Scholarship)

2013 - 2019 · Istanbul, Turkey