

# Barış 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 2021 - Present - 4 mos

- .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, and other types of content
- .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

- .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

barisasa@gmail.com

+905382757116

Istanbul

#### **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, Hotjar,  
Mailchimp, Unbounce,  
Optimezly, 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](http://barisasa.com)

[linkedin.com/in/barisasa/](http://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 Degree on International Trade and Finance**

Kadir Has University (Fully English & 100% Scholarship)

2013 - 2019 · Istanbul, Turkey