

Bariş Asa

Growth & Marketing Manager

I am a growth marketing, demand generation, and customer lifecycle management expert with 7+ years of experience driving user and revenue growth for B2C and B2B SaaS companies.

EXPERIENCE

Growth Manager - Ruul (Full-time, Remote)

November 2022- October 2023 - 1 yr

Ruul is a global **B2C & B2B SaaS fintech startup** that provides universal worktech solutions to freelancers and organizations.

- Develop and execute **acquisition** and **retention strategies** to drive **user growth** and **revenue growth**, maximizing ROI.
- Lead end-to-end marketing **campaigns** across all channels, including paid social, paid search, content, organic search, referral, email, and affiliate.
- Continuously optimize campaigns to drive profitable **lead acquisition**, monitoring and **reporting** on **KPIs**.
- **Optimize** the **marketing funnel** to maximize conversions and drive business growth.
- Create and implement **GTM** strategies of new products in **different countries**.
- Optimize **website conversions** and **landing pages** to drive business growth.
- Collaborate with the Sales team to drive traffic and generate **qualified B2B leads** through digital channels.
- Identify and implement **technical SEO** strategies and run website migration projects.
- Analyze **website metrics** to create **data-driven actionable insights**.
- Boosted **monthly acquired leads** by **120%** and **ROAS** by **20%** with **growth marketing** activities.
- Built marketing **measurement**, **analytics**, and **attribution** set ups from scratch.

Tools: Intercom, Hubspot, PostHog, Ahrefs, Screaming Frog, Google Ads, LinkedIn Ads, Meta Ads, Twitter Ads, Webflow, Google Analytics 4, Universal Analytics, Google Tag Manager, Cloudflare Zaraz, Looker Studio, Zapier, ChatGPT, Google Search Console, JIRA

Growth Manager - Artboard Studio (Full-time, Hybrid)

April 2022- October 2022 - 7 mos

Artboard Studio is a global **B2C SaaS design startup** that provides online graphics and motion design tool powered with automation and extensive content library for designers, agencies, and global enterprises.

- Manage a **team of four** marketing and growth professionals to execute marketing strategy.
- Lead the plan and execution of the company's **growth** and **GTM strategies**.
- Explore **user journeys** and **optimize** the **marketing funnel** to maximize conversions.
- Expand Artboard Studio's bottoms-up flywheel to drive **lead acquisition** and **conversions**.
- Lead end-to-end marketing **campaigns** across all channels, including paid social, paid media, paid search, content, organic search, referral, email, and affiliate.
- Analyze **website** and **product metrics** to create **data-driven actionable insights**.
- Optimize **website conversions** and **landing pages** to drive business growth.
- Boosted **monthly recurring revenue** by **15%** with **growth marketing** activities.
- Reduced **monthly churn rate** by **%4** with **funnel improvements** & new **pricing strategy**.
- **Built**, set, and **executed** the entire **marketing strategy** from scratch for a new **product launch**.

Tools: Intercom, Hubspot, Customer.io, Amplitude, Mixpanel, Segment, Amazon SES, Zapier, Google Ads, Meta Ads, Twitter Ads, Tiktok Ads, Google Analytics 4, Universal Analytics, Google Tag Manager, Looker Studio, Ahrefs, Google Search Console, Notion

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Industry Knowledge

Marketing Management

Growth Marketing

Marketing & Growth Strategy

Lead Nurturing

Performance Marketing

Social Media Marketing

Marketing Automation

Content Marketing Strategy

Search Engine Optimization

Funnel Management

Customer Lifecycle Management

Tools

- | | |
|---------------|--------------------|
| • Segment | • Wordpress |
| • Amplitude | • Search Console |
| • Posthog | • GA4 |
| • Intercom | • GTM |
| • Hubspot | • Cloudflare Zaraz |
| • Zoho | • LinkedIn Ads |
| • Customer.io | • Facebook Ads |
| • Hotjar | • Buffer |
| • Clarity | • Hootsuite |
| • Cohere | • JIRA |
| • Mailchimp | • Notion |
| • Amazon SES | • Asana |
| • Unbounce | • Webflow |
| • Optimize.ly | • Trello |
| • Clearbit | • Figma |
| • Klaviyo | • Sketch |
| • Semrush | • Adobe XD |
| • Ahrefs | • Adobe Premiere |

Languages

English (Business fluent)

Turkish (Native)

Links

barisasa.com

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

Marketing Manager - Segmentify (Full-time, Hybrid)

Jan 2021 - April 2022 · 1 yr 4 mos

Segmentify is an international e-commerce customer engagement platform (**B2B SaaS MarTech**) backed by **AI** to increase **conversion rates & online revenue**. In this role, I was a member of the **management team** and **reported directly** to the **CEO**.

- Some of my responsibilities; **manage the marketing team** and third party service providers to **run daily marketing operation**, craft **marketing strategies**, create & run **marketing budget**, create **GTM** strategies for **global expansion**, present results to the CEO
- Boosted **MRR** by **40%** and monthly **inbound leads** by **90%**.
- **Created** and **hosted** a **video podcast** series in **10+ countries** for **partner acquisition strategy**.
- **Hired** and **managed** a **team of eight** in the **marketing department** from scratch.

Tools: Hubspot, Zoho, Mailchimp, Google Ads, Meta Ads, LinkedIn Ads, Google Universal Analytics, Mixpanel, Google Tag Manager, Mixmax, Looker Studio, Zapier, Make, Semrush, Google Search Console, Trello

Marketing Executive - Segmentify (Full-time, Remote)

Apr 2020 - Jan 2021 · 10 mos

Segmentify is an international e-commerce customer engagement platform (**B2B SaaS MarTech**) backed by **AI** to increase conversion rates & online revenue. During my experience, I was responsible for managing company's **website, SEO, SEM, inbound lead generation, email marketing, product & content marketing, measurement** and **social media**.

Marketing Analyst - Zeo Agency (Full-time, On-Site)

Aug 2018 - Apr 2020 · 1 yr 9 mos

Zeo is an **international digital marketing agency** with a team of 50+ consultants that provides **SEO, performance marketing, web analytics, and content marketing services** to the world's largest brands, unicorn startups, and internet companies. In addition to my previous role, I provided **consultancy** in **inbound marketing, CRO, social media, and marketing automation** fields to Zeo's customers.

Jr. Marketing Analyst - Zeo Agency (Full-time, On-Site)

Oct 2017 - Aug 2018 · 11 mos

Zeo is an **international digital marketing agency** with a team of 50+ consultants that provides **SEO, performance marketing, web analytics, and content marketing services** to the world's largest **brands, unicorn startups, and internet companies**. During my time at Zeo, I was responsible for **managing** the agency's **website, social media, newsletter, video content, and event organization**.

Business Development Assistant - iyisahne.com (Part-time, On-site)

Oct 2016 - Oct 2017 · 1 yr 1 mos

iyisahne (**acquired by Dugun.com** in 2018, the biggest source for the wedding industry in MENA) is a **community marketplace** for people to list, discover, and book performance professionals for any kind of special events. During my time at iyisahne, I assisted the CEO in running **B2B growth projects, market research, data scraping, cold email outreach, cold calling, and B2B sales** projects.

Business Development Intern - Bundle News (Part-time, On-site)

Jul 2016 - Oct 2016 · 4 mos

Bundle is the top-rated news aggregator **mobile application** with a **million monthly active users** across the globe, delivering **news stories** that matter to people. During my internship, I assisted the Business Development Manager in **competitor research, influencer marketing, mobile advertising, social media marketing** and **PR** projects.

Marketing Intern - Gittigidiyor (eBay Turkey) (Full-time, On-site)

Jun 2016 - Jul 2016 · 1 mos

GittiGidiyor, a subsidiary of **eBay**, is the Turkey's first **marketplace** for online shopping of all kinds of products. During my internship in the marketing department, I worked with the **Brand Manager** and focused on **brand, public relations, and communication** projects.

EDUCATION

Bachelor's Degree on International Trade and Finance

Kadir Has University (Fully English & 100% Scholarship)

2013 - 2019 · Istanbul, Turkey