

# 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

barisasa@gmail.com

+905382757116

Istanbul, Turkey

### Industry Knowledge

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

CMS 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 Premiere            |
| • Ahrefs      | • Microsoft Office Programs |

### Languages

English (Business fluent)

Turkish (Native)

### Links

[barisasa.com](mailto: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