

Bariş Asa

Growth & Marketing Manager

I'm a highly motivated growth and digital marketing professional with a strong focus on driving business growth through data-driven marketing strategies and tactics.

EXPERIENCE

Growth Manager

Ruul

November 2022- Present - 3 mos

- .Develop and implement comprehensive acquisition and retention marketing strategies to drive user growth and revenue, with a focus on maximizing ROI
- .Lead and manage end-to-end marketing campaigns across a variety of channels, including paid social, paid search, content, organic, referral, email, direct mail, affiliate, and video
- .Continuously test and optimize campaigns to improve effectiveness and efficiency
- .Analyze and optimize the entire conversion funnel to identify opportunities for improvement and implement strategies
- .Lead site conversion rate optimization and develop and implement landing page strategy
- .Monitor and report on key performance indicators (KPIs) to ensure marketing initiatives are driving profitable acquisition
- .Use web analytics and business intelligence tools to better understand customer behavior and leverage insights in marketing campaigns
- .Collaborate with the Sales team to drive traffic and generate qualified leads through digital channels

Growth Manager

Artboard Studio

April 2022- October 2022 - 6 mos

- .Boosted MRR by **15%** and decreased churn rate by **4%** in the first three months
- .Managed the early stage growth and growth department
- .Led the development and alignment of user journeys
- .Expanded Artboard Studio's bottoms-up flywheel to drive sales and opportunities beyond the user base
- .Scaled the inbound marketing approach to generate a strong pipeline
- .Set up and optimized behavior-based automation flows
- .Designed and scheduled campaigns to drive acquisition and retention
- .Coordinated and created various types of marketing content, including blogs, advertising texts, press releases, and newsletters
- .Created dashboards and reports to track the performance of marketing channels

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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,
Optimizely, 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 (professional)
Turkish (native)

Social

barisasa.com

linkedin.com/in/barisasa/

Marketing Manager

Segmentify

Jan 2021 - April 2022 · 1 yr 4 mos

- .Improved MRR by 40% and inbound leads count by 90% in the first year
- .Led the development of the marketing strategy and budget
- .Built and managed a team of eight in the marketing department, overseeing daily operations
- .Collaborated with external partners in SEO and performance marketing
- .Implemented a content marketing strategy to drive organic traffic
- .Worked closely with the global partnership and global sales teams
- .Hosted a video podcast series in 10+ countries
- .Oversaw inbound marketing activities to generate new MQLs
- .Created dashboards and reports to track the performance of marketing channels
- .Developed workflows to automate marketing and sales processes
- .Led the product marketing strategy
- .Reported directly to the CEO

Marketing Executive

Segmentify

Apr 2020 - Jan 2021 · 10 mos

Marketing Analyst

Zeo Agency

Aug 2018 - Apr 2020 · 1 yr 9 mos

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

E D U C A T I O N

Bachelor's Degree on International Trade and Finance

Kadir Has University (Fully English & 100% Scholarship)

2013 - 2019 · Istanbul, Turkey