

*"Be the change you want to see in the world."*

# Türker Emre AKGÜL

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## COVER LETTER

Regarding my 8 years experience in advertising & marketing, I would like you to evaluate my resume below for a career possibility in this beautiful country of yours Indonesia. I do believe that I can create difference in marketing, advertising and social media fields with my esoteric and out-of-box approach.

Currently I have been working as the Country Manager of a reputable Germany based sports marketing agency in Istanbul but I do need a drastic change in my life and after spending a month in Bali/Jakarta I believe I have found the change I need. I do want to live in either Bali or Jakarta and ready to do/give up anything to reach this goal.

My bilingual writing skills and my creative mind has always opened extraordinary paths for me so I believe they will help me out on this new career journey of mine too!

Best Regards.

## EXPERIENCE

### RESULT SPORTS TÜRKİYE

[www.resultsports-tr.com](http://www.resultsports-tr.com)

#### Country Manager/Country Partner (2015 - Current)

- Managing the whole operations in Turkish sports scene from football, basketball, volleyball and motors sports.
- Hiring/Educating new staff.
- Leading the creative team for digital projects.
- Assisting to the Germany office with their montly content
- Creating targets/goals of sales and business development teams.

### REKMOB\*

[www.rekmob.com](http://www.rekmob.com)

#### Business Development Director (2015)

- Developing sales strategies for the ad areas of the mobile apps that the company has.
- Monetizing the ad fields of the mobile apps.
- Enlarging the mobile app inventory.
- Creating new and high-tech ad areas on mobile apps.

\*This startup company got bought by a large venture company in Turkey, following the success we created. Please Google it for more info.

## Mr. LAMA STUDIOS

[www.mrlama.com](http://www.mrlama.com)

### Senior Project Manager (2014-2015)

- Establishing strategic plans to achieve maximum profits, and expanding customer database through extensive marketing and providing excellent customer support.
- Developing advertising sales strategies to drive an effective revenue.
- Sales of current services such as consultancy, mobile projects, games and animation.
- Planning, executing and managing key projects of brands like Pepsi, Akbank, Kanyon, n11.com, L'oréal, Turkcell, Avea, Vodafone.
- Planning periodic key brand visits.
- Maximizing productivity and creating a healthy environment for the team.
- Creating new business pitches and preparing presentations for international clients and suppliers from several countries such as Spain, Ireland, Philippines.
- Preparing sales quotes and client contracts.
- Troubleshooting.

## AROX INFORMATION SYSTEMS

[www.arox.net](http://www.arox.net)

### Mobile Marketing Manager (2014)

- Achieving sales of mobile ads for over 80 applications that provides service to industries like Telco, Finance, FMCG and much more.

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- Creating new business pitches for mobile advertising inventory.
  - Growing and developing existing clients, together with generating new business activities.
  - Devising marketing strategies -both conventional and guerrilla- to drive traffic to mobile applications.
  - Planning periodic brand/agency visits for cultivating and growing client relationships.
  - Ensuring the management of relationships with business partners (Ad Sale Houses, Media Agencies)
  - Building partnerships and coordinating revenue share payments to business partners.
  - Networking nationally, regionally, and locally to stay abreast of emerging advertising trends, rates and product solutions.
  - Creating content marketing strategies for owned, earned and paid media.
  - Organizing online and offline PR strategies with the support of PR team.

## **AROX INFORMATION SYSTEMS**

*www.arox.net*

### **Content Manager (2013 –2014)**

- Supervising Social Media and Account Management teams
- Keeping mobile apps (over 80) fed and developed with brand new content in regular periods.
- Creating new mobile application ideas and strategies in order to enlarge the inventory.
- Mapping out the content strategy of the company.
- Consulting with company officials and coordinating with the sales department members for appealing promotional plans of the agency.

## **TT REKLAM WEB**

*www.ttreklamweb.com*

### **Key Account Manager (2012-2013)**

- Meeting and liaising with clients to discuss and identify their advertising

requirements.

- Presenting campaign ideas and costings to the clients.
- Briefing the creative and production teams which will prepare the adverts.
- Negotiating with clients, solving problems and making sure that expected deadlines are met.
- Keeping in contact with the client at all stages of the campaign.
- Managing the account's budget and invoicing the client
- Making pitches to win new business.

## **TT REKLAM WEB**

*www.ttreklamweb.com*

### **Senior Copywriter (2008-2011)**

- Creating original copies that transmit the core message of the brand.
- Creating advertising concepts for both local and international brands.
- Creating campaign contents
- Leading the creative process from beginning to end.
- Supervising Junior Copywriters.

## **TT REKLAM WEB**

*www.ttreklamweb.com*

### **Jr. Copywriter (2006 – 2008)**

- Creating original copies that transmit the core message of the brand.
- Developing creative ideas and preparing PowerPoint presentations.
- Proofreading copies to check spelling and grammar both in English and Turkish.
- Keeping the whole team up with popular culture and marketing trends.
- Translation from Turkish to English and vice-versa.

## **BRANDS & COMPANIES & PROJECTS**

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- **Turkcell, AVEA, Vodafone**

Conceptualizing and selling next-gen marketing tools as an official partner.

- **Akbank**

Mentoring and consulting marketing department in mobile projects.

- **Kanyon**

Mentoring and consulting marketing department in mobile & digital projects.

Sales of digital ideas.

- **ASUS**

Leading Social Media operations, advergames & events

- **Martı Group**

Creating concepts of all the group hotels & marinas.

- **TEMA Foundation**

Creating first social media communication through Facebook. Creating local, nationwide and international campaigns.

- **Sakıp Sabancı Museum**

Creating copies for the art pieces to provide a better experience for the visitors.

- **BAT**

Sales of various digital projects such as mobile applications, mobile games.

- **Vakıf Emeklilik**

Sales of various digital projects such as mobile applications.

- **Rep. of Turkey Culture and Tourism Ministry**

Writing and supervising the scripts of animation movies.

- **MEY**

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Sales of various digital projects such as mobile applications.

● **Vitra**

Sales of various digital projects such as mobile applications.

● **Topkapı Museum**

Providing original content for the art pieces.

## **SKILLS**

- Extensive knowledge of both online and offline advertising ecosystem.
- Strong content and concept creation abilities for online & offline platforms such as mobile applications, advergames, websites.
- Five years of experience as a senior digital advertising sales role with proven success of driving revenue and achieving digital advertising sales targets.
- Demonstrated successful history of establishing and maintaining B2B & B2C accounts and sales.
- Understanding mobile behavior, user consumption and buying habits.
- Proficient in Microsoft Word, Excel, and PowerPoint.
- A dynamic personality and excellent presentation skills.
- Problem-solving and decision-making skills as a strong team player.

## **EDUCATION**

- Abant İzzet Baysal University Sports Academy 2003
- İstanbul University Sociology 2008

## **LANGUAGES**

- **English** (Proficient Level)
- **Spanish** (Beginning Level)
- **Turkish** (Native)

## INTEREST

- Photography
- Writing
- Reading
- Music
- Movies
- Playing Guitar
- Video Games

## REFERENCES

### **Sait Oksuz** (Former Employer)

0212 263 4636

Co-Founder, General Manager, **Arox Information Systems**

Letter of recommendation can be obtained.

### **Sibel Şahin** (Former Director)

0530 143 0755

Marketing & Sales Director, **Arox Information Systems**

Letter of recommendation can be obtained.

### **Gülü BAHADIR** (Former Employer)

0532 456 96 60

Agency Owner, Creative Director, **TT Reklam Web**

Letter of recommendation can be obtained.