

Mete Yapalial Resume

METE YAPALIAL

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Location: Stockholm, Sweden

Summary

Experienced Marketing Executive with over 5 years of expertise in driving successful marketing campaigns. Proven ability to increase conversion rates, generate leads, and enhance brand visibility. Skilled in digital marketing, social media, SEO, SEM, content creation, and email marketing. Strong project management, leadership, and analytical skills, with a track record of collaboration across sales, product, and marketing teams.

Core Skills

- Marketing Technologies: GA4, Adobe Experience Manager (AEM), Oracle Data Cloud (ODC), HubSpot, Salesforce, Marketo, Mailchimp, Pardot, Canva, Hootsuite, Sprout Social.
- Data Analytics: Google Analytics, Tableau, Excel (Advanced), SQL, Power BI.
- Social Media Management: Instagram, Facebook, LinkedIn, TikTok, YouTube; Paid Ads, Organic Growth.
- SEO & SEM: Google Ads, Ahrefs, SEMrush, Moz, Keyword Optimization.
- Influencer Marketing: Partnership Development, Campaign Execution.
- Content Strategy: Content Calendars, Brand Messaging, Market Alignment.
- Campaign Management: Omnichannel Planning, Execution, Optimization.
- Marketing Automation: Marketo, HubSpot, Salesforce Marketing Cloud, ActiveCampaign, Customer Segmentation.
- Project Management: JIRA, Trello, Asana, Monday.com, Microsoft Project, Agile methodologies.
- Product Management: Roadmapping, Feature Prioritization, A/B Testing, Product Analytics (Mixpanel, Amplitude), User Research Tools (Hotjar, SurveyMonkey).

Professional Experience

Informa Markets - Executive | Marketing

Feb 2024 - Jun 2024

- Managed schedules, budgets, and vendor relationships to ensure timely campaign delivery.
- Optimized event websites, improving traffic and conversions.
- Developed email marketing strategies, increasing qualified leads by 35%.
- Executed influencer campaigns, driving a 20% boost in website traffic.

TECNO Transsion Holding - Senior Specialist | Brand & Marketing

Feb 2023 - Feb 2024

- Launched digital campaigns, resulting in a 30% increase in brand awareness.
- Collaborated on loyalty programs, improving customer retention.
- Presented performance metrics and strategic insights through monthly reports.

MetLife Insurance - Specialist | Marketing & Project Management

Jan 2022 - Feb 2023

- Designed and executed omnichannel campaigns, achieving a 25% rise in lead generation.
- Negotiated partnerships with 30+ influencers, increasing engagement across channels.
- Created monthly sales strategies aligned with KPI and market trends.
- Utilized Google Analytics to enhance campaign effectiveness, driving a 15% increase in organic traffic.

MetLife Insurance - Sn Assistant | Marketing & Brand

Feb 2021 - Jan 2022

- Conducted risk assessments and improved internal audit processes.
- Updated procedures to align with central directives.

Pirelli Tyre Group - Assistant | Trade Marketing & Communication

Feb 2020 - Aug 2020

- Developed and managed marketing strategies for over 20 products and services, leveraging Agile processes.
- Led cross-functional teams to implement project management tools, boosting operational efficiency by 25%.
- Defined KPIs and benchmarks, ensuring campaigns aligned with business objectives.
- Enhanced marketing automation workflows, driving a significant increase in customer engagement.

Levi's & Dockers - Intern | Brand & Marketing

Sep 2018 - Jan 2019

Bosch Turkey - Intern | HR & Employee Marketing

Aug 2019 - Dec 2019

Kent Creative Agency - Intern | PR & Digital Marketing

Jan 2017 - Dec 2017

Education

- Bachelor's Degree - Business Administration, Istanbul Beykent University
- Brand Management - University of London
- Digital Business Models - Lund University

Certifications

- Social Media Marketing Professional Certificate - Hootsuite
- Attract and Engage Customers with Digital Marketing - Google
- Digital Marketing & E-commerce Professional Certification - Google

Languages

- English: Bilingual
- Turkish: Native
- Swedish: Intermediate