

# OLGUN AKTEPE

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## PROFESSIONAL SUMMARY

Digital marketing and marketing operations leader with 8+ years driving B2B revenue growth through data-driven strategies and marketing technology optimization. Currently managing integrated marketing operations across 3 healthcare companies with proven results: 65% lead growth, 25% customer acquisition increase, 55% sales productivity improvement. Expert in HubSpot enterprise implementation, demand generation, and custom AI solution development.

## PROFESSIONAL EXPERIENCE

### Full Stack Marketing and Marketing Operations, Molecular Designs Present | Birmingham, AL (Remote)

Oct 2023 –

Lead integrated marketing operations across 3-company healthcare portfolio (Molecular Designs, Streamline Scientific, Lamda Biotech) serving hospital laboratories, reference labs, and life science markets. Manage complete MarTech stack, vendor partnerships, and multi-channel demand generation for B2B healthcare sales.

- Increased lead generation 65% and customer acquisition 25% through data-driven campaigns, strategic positioning, and marketing operations optimization
- Architected enterprise HubSpot CRM with custom lead scoring, multi-stage nurture workflows, data hygiene protocols, and executive dashboards—improving sales productivity 55%
- Executed email marketing campaigns across three business units: 28% open rate, 8% CTR, 35% conversion lift through segmentation and A/B testing
- Led market expansion for Streamline Scientific targeting urgent care networks (150+ locations), securing 12 new enterprise partnerships
- Directed complete rebrand and website redesign for Lamda Biotech post-acquisition with new eCommerce platform, generating 25% increase in online product inquiries
- Managed vendor relationships with creative agencies, web development firms, and conference partners while optimizing marketing spend and ROI
- Executed LinkedIn and Google Ads campaigns for B2B laboratory diagnostics with optimized cost-per-lead and ROI tracking
- Developed custom AI-powered quote generator (40% faster turnaround) and company fit scoring engine (35% improved lead qualification, churn risk identification)

### Growth Marketing Lead, Crypto.com Aug 2023 | (Remote)

Feb 2021 –

- Created compelling blockchain marketing strategies resonating within the market with large organizations such as UFC, NBA and Formula 1
- Utilized in-depth knowledge to drive user adoption and engagement
- Analyzed data and optimized campaigns to increase user acquisition by 30%
- Identified influencers and strategic partners to amplify reach and engagement
- Increased website traffic by 50% through search engine optimization initiatives
- Achieved 20% conversion rate on email marketing campaigns for new product launch
- Grew social media follower base to over 400K followers through partnerships and influencer collaborations

**Web3 Marketing and Partnerships Manager, Gala Games**  
**Feb 2021 | (Remote)**

**Jan 2019 –**

- Developed and executed marketing strategies to promote blockchain games and grow community
- Secured partnerships with influencers, streamers, and creators to increase brand awareness by 50%
- Managed Gala Games social media channels and Discord community of over 100,000 members
- Analyzed data and created reports to optimize web3 marketing campaigns resulting in a 30% increase in engagement

**Digital Marketing Strategist, All-In Sector Europe**  
**Dec 2018 | Antwerp, Belgium**

**Dec 2016 –**

- Led team to meet and exceed software sales targets through successful marketing strategies
- Created supplier partnerships resulting in 39% cost savings (SaaS environment)
- Established international media partnerships improving quality, reducing delivery times

**EDUCATION**

**Master of Business Administration**, Karel De Grote University, Antwerpen, Belgium | 2017-2019 | GPA: 3.7

**Bachelor in International Business Management**, Karel de Grote University, Antwerpen, Belgium | 2014-2017 | GPA: 3.7

**Bachelor in Law**, University of Antwerp, Antwerpen, Belgium | 2011-2014 | GPA: 3.7

**BS Cybersecurity (In Progress)**, Western Governors University, Millcreek, UT | Expected May 2027

**CORE COMPETENCIES**

**Marketing Operations & Strategy:** Revenue Operations | Marketing Automation | Demand Generation | Account-Based Marketing | Go-to-Market Strategy | Sales Enablement | Customer Journey Mapping

**Marketing Technology Stack:** HubSpot (Advanced) | Marketo | Salesforce | Google Analytics | Looker Studio | LinkedIn Ads | Google Ads | CRM Optimization | Hootsuite | Sprout Social | Buffer | Adobe Photoshop | Canva | Excel

**Analytics & Optimization:** Lead Scoring & Workflows | A/B Testing | Performance Analytics | Conversion Rate Optimization | Marketing ROI Analysis | Customer Acquisition Cost (CAC)

**AI & Custom Development:** AI-Powered Application Development | HubSpot API Integrations | Workflow Automation | ML Scoring Engines | Predictive Analytics | Custom Solution Building

**Languages:** English (Native) | Dutch (Native) | French (Good) | Turkish (Very Good) | German (Good)