



## DIGITAL STRATEGY & BUSINESS DEVELOPMENT

Innovative and technical digital strategy professional with data analysis, search engine marketing, website conversion optimisation and product management experience. Loves uncovering the stories that data tell and acting upon the opportunities that are revealed.

Web Analytics	Digital Marketing (Search, Email, Content)	Prototyping, Wireframing
Business Intelligence	Project Management	Usability Testing
Performance / Conversion Optimisation	Agile Product Management	HTML, CSS & Javascript

## SELECTED ACCOMPLISHMENTS

- ▶ Created a Digital Strategy for Australian Diabetes Council to increase Online Sales, Donations and Member Registrations.
- ▶ Provided web analytics and data driven marketing consultancy to over 30 online businesses. Core services include but not limited to; determining KPIs, setting up business dashboards, identifying low investment-high return business opportunities, create and optimise marketing campaigns and provide actionable recommendations to improve product and services.
- ▶ Played a key role in creating and implementing the customer acquisition strategy for Ashop Commerce. Managed search advertising, display advertising and affiliate marketing in Australia, UK and United States. Managed over \$500K in advertising.
- ▶ Developed strategies for increasing trial-to-paid customer conversions and decreasing customer churn through improving the on-boarding process and addressing the problems that new customers were facing.
- ▶ Led the development of 4 online advertising and analytics related features for Ashop Commerce software.
- ▶ Directed the marketing channel development for PetBucket.com. Grew the sales over 90% every month for during the project.

## PROFESSIONAL SUMMARY

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|---|----------------|
| ▶ Digital Manager, Australian Diabetes Council                                  | 2012 - present |
| ▶ Web Analyst & Conversion Consultant, Analytics Demystified / Xperactive / 2XC | 2010 - 2013    |
| ▶ Digital Marketing Strategist, Ashop Commerce                                  | 2009 - 2012    |
| ▶ E-commerce Manager, Ashop Commerce  | 2006 - 2009    |
| ▶ Systems Engineer (Intern), Hisar Çelik  | 2005           |
| ▶ Human Resources (Intern), AXA Interpartner Assistance                         | 2004           |

## EDUCATION & TRAINING

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|--|----------------|
| ▶ Google Analytics & Google Adwords Professional Certifications                    | 2012           |
| ▶ Google Engage Master Class, Sydney   | 2011 & 2012    |
| ▶ IT Business Analysis, Charles Sturt University, Sydney                           | 2009 - (cont.) |
| ▶ MS in Management, Boston University, Brussels/Belgium                            | 2008           |
| ▶ Graduate Certificate for Project Management, Boston University, Brussels/Belgium | 2008           |
| ▶ BSc Industrial and Systems Engineering, Yeditepe University, Istanbul/Turkey     | 2005           |
| ▶ American Collegiate Institute, Izmir/Turkey                                      | 2001           |

## SOFTWARE SKILLS

- ▶ **Advertising Platforms** Google Adwords, Bing, Shopping.com, Nextag, Google Base, Shopzilla, TheFind, Amazon, Ebay.
- ▶ **Analytics** Google Analytics, Kiss Metrics, Clicktale, Qlikview, Tableau, SEOmoz, Webmaster Tools, Optimizely.
- ▶ **Programming Languages** HTML, CSS, Javascript, SQL (beginner), Ruby on Rails (beginner), .Net.
- ▶ **Wireframes & Presentation** Omnigraffle, MS Office, Pages, Keynote, Confluence, Dreamweaver, Fireworks, jsFiddle.
- ▶ **Content Management Systems** Ashop, Wordpress, Expression Engine, Tumblr, Magento, Joomla.

## DIGITAL MANAGER, AUSTRALIAN DIABETES COUNCIL

2012 - Present

Responsible for the development and management of the digital marketing and technology strategic plan to increase the not-for-profits exposure and online revenue streams.

- ▶ **Strategy Development** - Develop an overarching Digital Marketing Strategy collaborating with the key business units, including donations, members, e-commerce, content and PR.
- ▶ **Project Management** - Develop, scope, implement and manage the digital redevelopment of all ADC web assets. Analyse and monitor budgets, income and expenditure performance.
- ▶ **Employee Management** - Identify, develop, maintain and communicate employee standards. Manage employee's motivation, performance, training and communication. Forward plan staffing requirements.
- ▶ **Organisational Awareness** - Monitor industry trends to identify opportunities to deliver innovations and efficiency and prepare proposals or business cases as required. Identify, develop, maintain and communicate team procedures. Develop, expand and maintain cooperative relationships within the team, Business Unit and throughout the organisation.
- ▶ **Web Analytics** - Develop and web analytics requirements and reporting.
- ▶ **Digital Communication Strategy** - Devise a Digital Content Plan, that coincides with offline communications and drive the distribution of content via digital touch points including social media.
- ▶ **Website Architecture, Usability and Standards Development** - Design and develop the ADC website with user centred design best practices.

## DIGITAL MARKETING STRATEGIST, ASHOP COMMERCE

2009 - 2012

Research and test hypothesis targeting customers at acquisition, activation and retention stages. Facilitate collaboration with key stakeholders to create a shared product vision. Collect, define and detail product requirements, monitor business objectives / prioritise product back log items. As well as SEM, web analytics and product management responsibilities, assisted management in strategical decision making and in day-to-day activities.

- ▶ **Web Analytics Management & Reporting** - Design and setup Google Analytics on all Ashop sites, including custom events for tracking micro conversions, and rollup reporting to track all Ashop websites under one account. Create performance dashboards and custom reporting for development, marketing and support.
- ▶ **Search Engine Marketing** - Manage over \$500K of advertising budget for campaigns targeting Ashop Commerce web properties for 30+ countries using Adwords and Bing.
- ▶ **Admin UI Redesign** - Manage the project using user centred development methodologies that targets improving user workflows, improving responsive design features, and increasing load speeds.
- ▶ **Landing Page Testing and Optimisation** - Design and implement tests for Ashop websites to increase trial account activations.
- ▶ **Ashop Partners Program** - Manage the program that provides a seamless commission system for agencies and designers to use Ashop for their clients. Target potential partnerships to establish win-win opportunities. Manage over 200+ partners.
- ▶ **Google Analytics Integration** - Manage the Ashop feature from inception to launch that enables 1 step Google Analytics setup along with providing advanced implementation and essential e-commerce reporting.
- ▶ **Google Adwords App** - Manage the Ashop feature from inception to launch that enables Ashop Customers to integrate their store inventory with their Adwords Campaign. Software also provides a easy-to-use feature to create product based Adwords campaigns without prior knowledge of Google Adwords.
- ▶ **Trial Customer Signup Form** - Design and prototype the 5 step signup process that enables customers to create a fully functional online store in under 3 minutes. The process was designed as a result of an hypothesis based on evaluating a sample of online stores to understand what makes trial customers decide to proceed with a paid account. The project has provided a significant lift in Trial-to-Paid account conversions.
- ▶ **Price Comparison Integration** - Improve the price comparison site integrations for Shopzilla, Nexttag, Shopping.com, Get Price, Google Base.

- ▶ **Facebook Online Store** - Manage the design and development of the social shopping feature that provides Ashop customers with the ability to create a Facebook Store by creating a Facebook App. The store provides a full shopping experience including allowing purchases within the App without redirections to the main website.
- ▶ **Ashop Customer Conversion Reviews** - Provide reports based on web analytics data and best practices to help increase Ashop customers conversions.
- ▶ **Ashop Customer Testimonial Videos** - Played a key role in collecting video testimonials and creating a custom Youtube video player.
- ▶ **Ashop Promotion Video** - Manage the project of creating the first Ashop promo video that explains Ashop's key benefits in under 1 minute.
- ▶ **Alive24** - Manage the development of a hosted live chat application for online support teams. Key features include easy installation, live visitor tracking and team chat.

## **WEB ANALYTICS & OPTIMISATION CONSULTING, FREELANCE**

2010 - 2013

Provide e-commerce strategy, web analytics and conversion optimization consulting. All projects and client feedback are available at <http://bit.ly/yalcinodesk>

- ▶ **2XC.com** - Conversion optimisation consulting for 2XC clients.
- ▶ **Nikoi Island** - Web analytics consulting for a private holiday island resort located in Singapore.
- ▶ **Ace Airport Parking** - Web analytics consulting for a Melbourne based business.
- ▶ **Baby Steals** - Web analytics consulting and usability testing for the upcoming deal website.
- ▶ **Sofort Mehr Dates** - Web analytics consulting for Austria's biggest dating training website.

## **E-COMMERCE MANAGER, ASHOP COMMERCE**

2006 - 2009

In charge of operations, marketing, customer support, order fulfilment and supplier relations duties of online stores run on Ashop platform. Online stores were part of a project that Ashop was running as a medium to experiment with the platform's capabilities, understand real world challenges of merchants first hand and test new features fast.

## **SYSTEMS ENGINEER INTERN, HISAR CELIK**

2005

Studied and mapped the core business processes in a simulation model of the steel casting company. Collected the sample duration and success rate for all processes. By using historical sales data, various simulation scenarios were created and tested to identify potential bottlenecks in the factory floor.

## **HUMAN RESOURCES INTERN, AXA INTERPARTNER ASSISTANCE**

2004 - 2005

Developed employee reward program to encourage employee contributions to business processes and organisational development. Digitised employee training information and used excel to create a report for management to identify the correlation between how employee training may contribute to work satisfaction and productivity.

## **REFERENCES**

- ▶ Brian Altona, Managing Partner at Ashop Commerce. +61 (0) 421 110 995, [b.altona@ashop.com.au](mailto:b.altona@ashop.com.au)
- ▶ Charles Crouch, Lecturer in e-Business, Boston University. +61 (0) 447 413 070 [charles.crouch@mac.com](mailto:charles.crouch@mac.com)