

Deniz Akcelik

Marketing Specialist

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[Portfolio](#)

[LinkedIn](#)

Summary

As a marketer, I love taking the initiative to manage circumstances and develop a solution for hard and critical situations. To help and grow the business together as a team, I am ready to get responsibility with my digital marketing tools experience and marketing skills.

Education

- **Diploma of Business Communication** Greystone College Toronto, ON (Nov 2023)
 - **Marketing Master's Degree** Marmara University Istanbul, Turkey (2018)
 - **Bachelor's Degree of Journalism** Ist Aydın University Istanbul, Turkey (2016)
 - **Bachelor's Degree of Radio Television Technology** Istanbul University (2013)
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Skills

- Management Skills/ Leadership
- Critical Thinking / Problem-solving
- Written and Verbal Communication
- Management Suppliers and Outsource
- Keyword Research, Content Marketing
- Excellent Branding Campaigns and Brand Marketing
- Data Analyze
- Strong knowledge of Microsoft Excel, Word, PPT, Office 365 / Adobe
- Innovative Social Media Marketing
- Digital Marketing Tools, AI testing
- Management of Online Media and Website, HTML, ERP, e-Commerce

Certificate

- **ITIL** (Information Technology Infrastructure Library) 2019
 - **Haberler.com** Socail Media and Internet Journalism 2014
 - **Journalism Workshop** 2013
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Experience

Manager

Istanbul Cafe Toronto- Canada 2022 March – 2024 February <https://istanbulcafe.ca/>

- **Team Management:** Proven ability in managing a six-person team, fostering teamwork, and enhancing collaboration through constructive feedback. Plus+ Management of HR process
- **Marketing Strategies:** Monitoring the marketplace as an individual brand based on the B2C sector and developing the right marketing strategies to increase sales Daily based on earning new loyal customers.
- Expertise in supply chain management to optimize product availability and delivery.
- **Budget Management:** Demonstrated high-level proficiency in **budget management**, handling approximately **\$80,000 per month**. Efficient monitoring of money flow and strategic expense savings.
- **Social Media & Website Analysis and Management:** Skillful in utilizing social media and website analysis to create effective customer stopping points suitable for daily sales traffic. Implement strategies to enhance brand visibility and engagement through social media platforms, Website and Sales Force marketing cloud.

Marketing Specialist

QNB eFinans (QNB FinansBank) Istanbul-Turkey 2015-2020 <https://www.qnbfinansbank.com/>

- **Social Media and Website Management:** Excellent 360 media, marketing planner, **successfully managed all social media accounts, overseeing 1000+ followers.** ([Instagram](#), [Facebook](#), [Twitter](#), [Youtube](#), [Linkedin](#)) Executing comprehensive strategies, **creating content**

calendars and **conducting advertising campaigns**. **Creating visual design** for social media and websites, **creating designs and content** suitable for brand identity and campaign. **Creating social media strategies** with **paid marketing**. Close cooperation with the agency! ([Agency Look](#))

- **Project Management and AI Testing:** I have successfully managed many user-friendly projects in cooperation with the IT department on **web bots, chatbots, sales force design projects, web design projects within the content, and menu design**. All the projects I carried out were successfully completed respectively with the KPI on the deadline. Chatbot call center management, Chatbot website management, Chatbot content creation and development projects. (Sorunapp, [Concentrix](#))
- **Event Planning and Execution:** Contributing to planning with organizational skills and contributing to the execution of marketing events, and conferences within the allocated budgets.
- **Marketing Reporting:** More than 5 years of professional experience with analytical intelligence and strong **Excel, Salesforce and CRM systems**. Experienced in working on **Microsoft programs, reporting, data analysis, conversion of reports** in line with needs, preparation of presentations, **graphics and successful analysis of report/report results** and alignment of customer behaviour and needs with brand strategy.
- **Campaign, KPI and Marketing Budget Management: Managing a marketing budget of around \$ 35000 monthly for marketing activities**. Working on brand and client needs to create a new strategy within the marketing budget and create a new campaign within the creation KPI process and monitoring KPI. Strong KPI management and successful driving of projects with excellent reporting about monthly marketing campaign and activities expenses.
- **SEM, SEO, and Google AdWords Management:** Leading and managing SEM/ SEO strategies, KPI and Google Ads, conducting thorough keyword studies. Collaborating with digital marketing agencies and leading them about **SEO and SEM strategy** in terms of branding and **marketing strategies** within the **marketing budget**. **Benchmarking** of marketplace and firms, deep understanding of web user behaviour on websites and excellent data analysis from the result of web and social media accounts traffics by links.
- **Email Marketing:** Lead strategy for email campaigns, from creation to localization as well as targeting and distribution of all **email to our B2B databases**. **Emailing by preparing email contents in HTML and XML lines with KPIs and keywords** and creating an appropriate list based on a strong customer data analysis. (SurveyMonkey, CRM, software, Euromess. etc.) Monitoring email access reports and customer data details and measuring customer feedback after the email has been sent to the customer.
- **Content Marketing and Publication:** Creating and publishing engaging content across various social media platforms, including Facebook, Twitter, Instagram, and YouTube. Monitors and assesses market, product and funding trends, and communicates key findings. **Developing monthly digital newsletters**.
 - i) Magazine: *I am proud of myself and my previous team for the great idea we got to be the leader of the marketplace and dominate the industry! We created a sectoral monthly magazine to reach all potential clients and current clients based on B2B to update them about regulations and new trends! Content creation, editing, writing cover story monthly, managing interviews with companies from the sector!*

Report Writer

Star Newspaper A.S. Istanbul – Turkey 2010-2011 <https://www.star.com.tr/>

Writing and Editing: Strong writing/editing skills, ensuring clarity, and accuracy in communication.

Photography Equipment Knowledge: In-depth understanding of photography equipment, including lighting, cameras, rigs, and other essential gear.