



EMRE TALU

Digital Marketing Manager

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SUMMARY

I'm experienced in Digital Channel and Marketing Management with a demonstrated history of working in the insurance industry.

I'm currently working at QNB Sigorta as Digital Marketing Manager. I mainly focus on managing and improving all of the company's digital marketing activities. I also manage actions to improve the digital performance of products and services as part of the company's performance marketing activities.

Also, I have experience in project management with both Agile and Waterfall methods. I was part of the Agile team, which was responsible for developing the digital channel projects such as mobile app and online services portal, as Product Owner.

In addition to that, I want to improve my career in the field of digital marketing management.

EXPERIENCE

Digital Marketing Manager

QNB Sağlık Hayat Sigorta ve Emeklilik A.Ş. (June 2023 - Present)

- Managing corporate website end-to-end.
- Managing Google Ads and Social Media Ads accounts and strategies.
- Managing Display, Remarketing, Native and Programmatic Ads Campaigns.
- Managing Search Engine Optimization activities on QNB Sigorta corporate web site.
- Contributing to improving online sale pages of our web products.
- Improving and reporting for all digital lead channels.
- Making A/B tests on web pages and take actions according to the results.
- Managing QNB Sigorta social media accounts and strategies.
- Managing e-mail and SMS marketing activities.

Digital Channels & Digital Marketing Manager

QNB Sağlık Hayat Sigorta ve Emeklilik A.Ş. (August 2022 - June 2023)

- Managing and improving digital channel projects.
- Managing and improving online sale pages of our web products.
- Managing QNB Sigorta Google Ads and Social Media Ads accounts and strategies.
- Managing Display, Remarketing, Native and Programmatic Ads Campaigns.
- Contributing the project of transforming the UI/UX of all digital channels.
- Contributing the Sales Team Portal, Internet Branch and Mobile App projects.
- Improving and reporting the activities for all digital products.
- Managing QNB Sigorta social media accounts and strategies.
- Managing e-mail and SMS marketing activities.

Digital Channels Deputy Manager

Cigna Sağlık Hayat ve Emeklilik (February 2021 - August 2022)

- Managing and improving digital channel projects.
- Managing and improving online sale pages of our web products.
- Managing Cigna Google Ads and Social Media Ads accounts and strategies.
- Managing Display, Remarketing, Native and Programmatic Ads Campaigns.
- Contributing the project of transforming the UI/UX of all digital channels.
- Contributing the Sales Team Portal, Internet Branch and Mobile App projects.
- Improving and reporting the activities for all digital products.

**Digital Marketing
Deputy Manager**

MetLife Hayat ve Emeklilik (April 2020 - February 2021)

- Managing MetLife website end-to-end.
- Working on Search Engine Optimization on MetLife web pages.
- Working on Web Site Optimization on MetLife web pages.
- Working on E-Mail and SMS marketing activities.
- Making A/B tests on web pages and take actions according to the results.
- Managing MetLife Google Ads account and strategies.
- Managing Display Media, Social, Remarketing and Native Ads Campaigns.
- Managing MetLife social media accounts.

**Senior Digital Marketing
Specialist**

Generali Sigorta (April 2018 - April 2020)

- Managing Generali Sigorta website end-to-end.
- Working on Search Engine Optimization on Generali Sigorta web pages.
- Working on Web Site Optimization on Generali Sigorta web pages.
- Making A/B tests on web pages and take actions according to the results.
- Managing and improving funnel pages of our web products.
- Managing Generali Sigorta Google Ads account and strategies.
- Managing Display Media, Social, Remarketing and Native Ads Campaigns.
- Managing blog contents within the scope of Generali Group project.
- Contributing the project of transforming the UI/UX of all digital channels.
- Contributing the Customer Zone, Agency Portal and Mobile App projects.
- Managing digital agencies.
- Improving and reporting the activities for all digital products.

**Digital Marketing
Specialist**

Generali Sigorta (July 2015 - April 2018)

- Managing Generali Sigorta website end-to-end.
- Making all pages fully responsive and optimized.
- Working on Search Engine Optimization on Generali Sigorta web pages.
- Working on Web Site Optimization on Generali Sigorta web pages.
- Taking an active role in marketing activities.
- Being the digital part of the team projects with IT and CRM departments.
- Creating new landing pages and microsites.
- Creating new applications for alternative channels or alternative mediums.
- Managing Generali Blog site.
- Creating new dashboards for internal and external projects.
- Creating social media applications.
- Managing digital agencies.
- Analyzing and reporting all activities that I'm responsible for.

Senior Developer

Medianova (March 2014 - July 2015)

Here are the projects that I'm responsible of development on back-end and front-end side:

- Medianova Admin Panel
- Medianova Analytics Panel
- Medianova Encodio Project
- Çocukla Nereye Project

Web Developer

Proje Kutusu (October 2012 - March 2014)

Here are the projects that I'm responsible of development on back-end and front-end:

- Kitap Odam - www.kitapodam.com
- Toplantı Odam - www.toplantiodam.com
- Hotel Troya - www.hotelstroya.com
- Troya Hotel Balat - www.troyahotelbalat.com
- Ecemed - www.ecemed.com

Intern Aselsan (June 2010 - July 2010)

Intern Gate Electronics (June 2009 - July 2009)

EDUCATION

MA, Master of Business Administration (MBA)

Istanbul Bilgi University
September 2019 - January 2021

BS, Engineering Physics

Istanbul Technical University
September 2006 - February 2013

COURSES

Fundamentals of Gamification Course

BrandNewGame Turkey
2019

Product Owner and Key Business Responsible Course

PEM360 Danışmanlık
2019

Scrum Master and Development Team Course

PEM360 Danışmanlık
2019

Advanced Google Ads Course

Dijital Pazarlama Okulu
2019

Digital Marketing Communication

IAB & BÜYEM
2018

SEO Gold Package

Dijital Pazarlama Okulu
2017

Social Media Advertising

Dijital Pazarlama Okulu
2017

Linux System Administration

İTÜ Linux Akademi
2015

Software Development and Database Management

Bilge Adam Bilgisayar Teknolojileri Akademisi
2012

SKILLS

Digital Marketing

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Display Media Ads Management
- Native Ads Management
- Programmatic Ads Management
- Social Media Ads Management
- Social Media Accounts Management
- Content Management
- Website Management
- E-Mail & SMS Marketing Management

Project Management

- Agile Project Management
- Product Development
- Jira

Design

- Design Thinking
- Adobe Photoshop
- Figma
- Invision

Coding

- HTML5
- CSS3
- Java Script
- Wordpress
- PHP
- SQL

Tools

- Google Analytics (UA & GA4)
- Google Tag Manager
- Google Ads
- Meta Business Manager
- Google Search Console
- Google Looker Studio
- Google Webmaster Tools
- Google Firebase
- Google Optimize
- Googe Pagespeed Insights
- Get Site Control
- Hotjar

HONORS & AWARDS

- European Search Awards** **Zeo Agency & Generali Sigorta**
2020 *Best Use of Search - Finance Category (Shortlisted)*
How Did We Increase Our Organic Traffic by 40% & Organic Visibility by 100%?
- Istanbul Marketing Awards** **Generali Sigorta**
2019 *Dijitalde Marka İletişimi/Dijital Satış Kampanyası Kategorisi (Gold Award)*
- Think With Google Case** **Generali Sigorta**
Story *Search, Youtube, Data & Measurement Categories*
2019 Ads Leaderboard'a ulaşan bir başarı hikayesi: Generali video reklam filmiyle arama hacmini nasıl artırdı?
- Tüketici İnovasyon Ödülü** **Generali Sigorta**
2019 *Yılın Seçilmiş Ürünü*
Nielsen tarafından, 18-55 yaş arasında 4035 tüketici ile Şubat - Mart 2019 tarihlerinde bağımsız olarak yaptığı yenilikçi ürünler anketi sonucunda Kasko Sigortası kategorisinde seçilmiştir.
- 16. Altın Örümcek Ödülleri** **Generali Sigorta**
2018 *Hizmet Kategorisi (2nd Place)*
- European Search Awards** **Zeo Agency & Generali Sigorta**
2018 *Best Use of Search - Finance Category (Shortlisted)*
Merging Left-Brains Analysis & Right-Brains Creativity to Create Difference on Competitive Insurance Market
- Think With Google Case** **Generali Sigorta**
Story *Search, Data & Measurement Categories*
2018 Generali Sigorta, AdWords Akıllı Teklif stratejileriyle hem ROAS'ı artırdı hem de maliyetlerini azalttı.