



# EMRE TALU

Digital Channels Deputy Manager

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## SUMMARY

I'm experienced in Digital Marketing and Digital Product Management with a demonstrated history of working in the insurance industry. I'm also responsible for the improving and managing of the digital channel products, such as mobile app, sales team portal and internet branch screens.

I skilled in Digital Project Management, Digital Product Sales, Communication, Team Building and Organizational Leadership.

I'm currently working at Cigna Sağlık Hayat Emeklilik as Digital Channels Deputy Manager. I'm mostly focusing on manage Mobile App Project and improve other digital channel products of the company. I also work on Paid Media Management activities for our digital channels products.

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

## EXPERIENCE

### Digital Channels Deputy Manager

#### Cigna Sağlık Hayat ve Emeklilik (February 2021 - Present)

- Managing and improving digital channel projects.
- Managing and improving funnel pages of our web products.
- Managing Cigna Google Ads account and strategies.
- Managing Display Media, Social, Remarketing and Native 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 that I'm responsible for.

### 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 that I'm responsible for.

## 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](http://www.kitapodam.com)
- Toplantı Odam - [www.toplantiodam.com](http://www.toplantiodam.com)
- Hotel Troya - [www.hotelstroya.com](http://www.hotelstroya.com)
- Troya Hotel Balat - [www.troyahotelbalat.com](http://www.troyahotelbalat.com)
- Ecemed - [www.ecemed.com](http://www.ecemed.com)

## Intern

### Aselsan (June 2010 - July 2010)

## Intern

### Gate Electronics (June 2009 - July 2009)

## EDUCATION

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### MA, Master of Business Administration (MBA)

#### Istanbul Bilgi University

September 2019 - January 2021

### BS, Engineering Physics

#### Istanbul Technical University

September 2006 - February 2013

## COURSES

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### 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 Ads Management
- Native Ads Management
- Social Media Ads Management
- Social Media Management
- Content Management
- Website Management

### Coding

- HTML5
- CSS3
- Java Script
- Wordpress
- Php
- SQL

### Tools

- Google Analytics
- Google Tag Manager
- Google Ads
- Google Data Studio
- Google Webmaster Tools
- Google Optimize
- Google Trends
- Firebase
- Google Pagespeed Insights
- Get Site Control
- Hotjar

### Design

- Adobe Photoshop
- Adobe Illustrator

## HONORS & AWARDS

### European Search Awards

2020

#### Zeo Agency & Generali Sigorta

*Best Use of Search - Finance Category (Shortlisted)*

How Did We Increase Our Organic Traffic by 40% & Organic Visibility by 100%?

### Istanbul Marketing Awards

2019

#### Generali Sigorta

*Dijitalde Marka İletişimi/Dijital Satış Kampanyası Kategorisi (Gold Award)*

### Think With Google Case

Story

2019

#### Generali Sigorta

*Search, Youtube, Data & Measurement Categories*

Ads Leaderboard'a ulaşan bir başarı hikayesi: Generali video reklam filmiyle arama hacmini nasıl artırdı?

### Tüketici İnovasyon Ödülü

2019

#### Generali Sigorta

*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

2018

#### Generali Sigorta

*Hizmet Kategorisi (2nd Place)*

### European Search Awards

2018

#### Zeo Agency & Generali Sigorta

*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

Story

2018

#### Generali Sigorta

*Search, Data & Measurement Categories*

Generali Sigorta, AdWords Akıllı Teklif stratejileriyle hem ROAS'ı artırdı hem de maliyetlerini azalttı.