



EMRE TALU

Digital Channels and Digital Marketing 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 and all digital marketing activities.

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

I'm currently working at QNB Sağlık Hayat Sigorta ve Emeklilik A.Ş. as Digital Channels and Digital Marketing Manager. I'm mostly focusing on manage Mobile App Project and improve other digital channel products of the company. I also work on Digital Marketing activities such as managing social media accounts, executing e-mail & SMS marketing activities and mostly managing paid media 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

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

- 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 that I'm responsible for.
- Managing Cigna social media accounts and strategies.
- Managing e-mail and SMS marketing activities.

Digital Channels & Digital Marketing Manager

Cigna Sağlık Hayat ve Emeklilik (August 2022 - Present)

- 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 that I'm responsible for.
- Managing Cigna 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 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
- 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 Pyhsics

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 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

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.