



# EMRE TALU

Digital Marketing Manager

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## SUMMARY

I'm experienced in Digital Channels 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 such as website and social media management and email/SMS marketing. 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 (January 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 - January 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

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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**

**BrandNewGame Turkey**  
2019

**Product Owner and Key Business Responsible**

**PEM360 Danışmanlık**  
2019

**Scrum Master and Development Team**

**PEM360 Danışmanlık**  
2019

**Advanced Google Ads**

**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

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### 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

### Design

- Design Thinking
- Adobe Photoshop
- Figma
- Invision

### Coding

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

### Tools

- Google Analytics (UA & GA4)
- Google Tag Manager
- Google Ads
- DV360
- Yandex Ads
- Microsoft Ads
- Meta Business Manager
- Tiktok Business Manager
- Google Search Console
- Google Looker Studio
- Google Webmaster Tools
- Google Firebase
- Google Optimize
- Googe Pagespeed Insights
- Yandex Metrica
- Yandex Varioqub (A/B Test)
- Microsoft Clarity
- Get Site Control
- Hotjar
- Jira

# 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.
- Smart-i Awards** **QNB Sağlık Hayat Sigorta ve Emeklilik**  
**2023** *Yılın Ekibi (Altın Smart-i)*  
Cigna Sigorta - QNB Sigorta Oldu
- Creative Commerce Felis** **Happy People Project & QNB Sigorta**  
**2024** *Sosyal Davranış ve İçgörü 1.ligi*  
TSS Eksikliği reklam kampanyası
- 22. Altın Örümcek Ödülleri** **Pixelate & QNB Sigorta**  
**2024** *Kurumsal Kategorisi (Finalist)*
- 22. Altın Örümcek Ödülleri** **Pixelate & QNB Sigorta**  
**2024** *Sağlık Kategorisi (Finalist)*