

Sales & Marketing Operations leader with 7+ years in the Meta advertising ecosystem and a customer-operations background at Booking.com. I lead two teams of marketing specialists who manage around 4,500 advertiser accounts and up to \$20M in quarterly ad spend. Promoted three times in two years, from Marketing Pro to Team Leader. I combine people leadership and data-driven planning with hands-on performance marketing, Shopify e-commerce and generative-AI content skills.

7+ yrs

Meta advertising ecosystem

18-27

Team members led across two teams

~4,500

Advertiser accounts in portfolio

\$20M

Quarterly ad spend overseen (up to)

EXPERIENCE

Meta · Sales & Marketing Operations (via Concentrix)

Berlin, Germany

Team Leader, Sales & Marketing Operations

Aug 2021 – Present

- Lead two teams of Marketing Specialists (18-27 people, depending on quarterly planning) supporting Meta advertisers across sales and marketing operations.
- Oversee a portfolio of ~4,500 advertiser accounts representing up to \$20M in quarterly ad spend, steering prioritization and resource allocation to maximize ROI.
- Own the full people cycle: interviewing, hiring and onboarding, recurring training programs and individual career-development plans.
- Set team goals and KPI tracking; designed and rolled out performance-based bonus and reward systems.
- Turn performance data into new sales and marketing strategies; report results, risks and blockers to senior management; streamlined client-meeting planning to improve efficiency.

Associate Coach

Nov 2020 – Aug 2021

- Coached and mentored Marketing Specialists on product knowledge, campaign strategy and service quality.
- Ran quality monitoring of calls, emails and support interactions against quality standards and delivered actionable feedback.

Marketing Pro – SMB

Jun 2020 – Nov 2020

- Owned digital-marketing strategy and campaign performance for 150 Meta advertisers per quarter, representing ~\$3M in ad spend.
- Drove adoption of Meta business tools (Pixel, Conversions API, Catalog) to improve measurement and campaign results.
- Analyzed campaign results and advised on budget allocation, creative direction and audience targeting to raise ROI.
- Trained advertisers and agencies on reporting and analytics tools to support data-driven decisions.

Marketing Pro – SME

Sep 2019 – Jun 2020

- Advised 280 Meta advertisers per quarter (~\$1.5M in ad spend) on campaign strategy, setup and optimization.

EXPERIENCE (CONTINUED)

Booking.com	Berlin, Germany
Partner Service Specialist	May 2018 – Mar 2019
Promoted from Accommodation Service Executive; supported accommodation partners with account management and operational questions.	
Accommodation Service Executive	Mar 2017 – May 2018
Handled partner and reservation requests for properties listed on Booking.com.	

Freelance · Upwork	Remote
E-Commerce & Performance Marketing Consultant	Alongside full-time role
- Shopify store development and marketing for e-commerce clients, e.g. KingKerosin.com. - SEO strategy for CricketCo.be; AI video generation projects.	

SKILLS

Advertising & Growth	Meta Ads (Facebook, Instagram) · TikTok Ads · Google Ads · Conversions API · Meta Pixel · Catalog · Campaign optimization · Budget allocation · SEO
E-Commerce	Shopify (development, marketing, dropshipping) · B2B & B2C e-commerce
Leadership	Team leadership · Hiring & onboarding · Coaching & mentoring · KPI & performance management · Incentive design · Quality assurance
Data & CRM	Salesforce · Tableau · Power BI · CRM systems · MS Office
Creative & AI	Generative AI · AI video · Adobe Photoshop · Canva · CapCut

EDUCATION

Istanbul University
B.A. Business Administration · 2004 – 2008
Istanbul Technical University
Aeronautical Engineering · coursework through final year · 2009
Turkish Air Force Academy
Aeronautical Engineering · coursework through final year · 2000 – 2004

CERTIFICATIONS

Meta
Meta Blueprint Certification (2021)
Generative AI
What Is Generative AI? · Generative AI for Sales and Services Professionals · AI and Generative AI for Video Content Creation (LinkedIn Learning)
E-Commerce
Ecommerce Fundamentals · SEO: Ecommerce Strategies (LinkedIn Learning) · E-Commerce (2015)
Design
Graphic Artist (2015)

LANGUAGES

Turkish	Native
English	Fluent (C1)

BEYOND WORK

Musician. Released the solo album *Yüzleşme Vakti* (2014), available on [Spotify](#) and [YouTube](#).