

Serhat OYPAN

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Work Experience

Marketing Manager

Turkey & Central/Eastern Europe

09/2019 -



- Managing PR agencies to building brand image
- Implementing ViewSonicClub Pages
- Social Media Advertisements
- Driving sales to B2C partners
- Managing sales promotion's communications

Marketing Manager

Turkey & Balkans

06/2016 - 09/2019



- Managing B2B channel marketing activities
- Vertical market demand generation

Marketing Manager

05/2013 - 05/2016



- Budget planning, execution and reporting
- Etailer channel business development
- Competition analysis
- Sales landing pages preparations
- B2B Mailing campaigns
- Social media advertisement
- Social media & forum management
- Technical support

Marketing Specialist

05/2011 - 05/2013



- Budget planning, execution and reporting
- Cooperating with Intel, Microsoft, NVIDIA and AMD funds a project based
- Organising product launching events
- Media & PR management
- Media purchasing and planning
- Social media & forum management
- Dealers shop decoration and branding

Junior Marketing Specialist

12/2009 - 04/2011



- Media & PR management
- Social media & forum management
- Organising launching events
- Visiting retailer stores to checking stock and sell-out
- Translating product contents

I have been managing marketing communications since 2009 and I'm working global tech companies over 8 years. As an experience, I challenged myself generate demand for vertical markets with variety of product types. I learnt different communication's levels not only Turkey, but also various countries for 3 years which taught different perceptives and approaches towards market needs.

My next move would be, as a marketer, helping and building brands' marketing communications as global based.

Professional Skills

- Account management
- Retailer & etailer communications
- Social media advertising
- Vertical market demand generation
- Content creation
- Mailing campaigns
- Social media & forum management
- Media & public relations

Technical Skills

Photoshop	● ● ● ● ○
HTML	● ● ● ○ ○
Seo & Adwords	● ● ● ○ ○
FB & IG Ads	● ● ● ● ○

Education

- Geos English Academy - Business English
Brighton - U.K. 09/2008 - 07/2009
- Istanbul Un. - MBA (Master of Business Adm.)
Istanbul - Turkey 02/2006 - 06/2007
- Dumlupınar Un. - Bachelor of Arts and Science
Kütahya - Turkey 09/2000 - 09/2005

