



EMRE TALU

Digital Product Management | Digital Marketing | Product Owner

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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 products, such as mobile app, agency portal and customer zone. In addition to that, I have experience in project management with both Agile and Waterfall methods. Also I'm part of the Agile team, which is responsible for developing the mobile app, as Product Owner.

I'm currently working at Generali Turkey as Scrum Product Owner, Digital Product Manager and Digital Marketing Senior Specialist. I'm mostly focusing on manage Mobile App Project and improve other digital products of the company. I also work on Search Engine Optimization and Paid Media Management for website, which is one of our digital product.

In addition to that, I'm studying MBA in Istanbul Bilgi University and I want to improve my career in the field of digital project management.

EXPERIENCE

Digital Product Management Senior Specialist & Product Owner

Generali Sigorta (July 2019 - present)

- Managing and improving all digital projects of the company.
- Managing and improving Agency Portal project.
- Preparing project plan and reporting all activities of Agency Portal project.
- Managing mobile application project as a Product Owner in a Scrum Team.

Senior Digital Marketing Specialist

Generali Sigorta (April 2018 - present)

- 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 and Social Ads.
- Managing Remarketing Campaigns.
- Managing 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.
- Contributing the Agency Portal project.

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 database, back-end and front-endside:

- 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 - Present

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
- 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.