



EMRE TALU

Digital Marketing Senior Specialist

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SUMMARY

Experienced Digital Marketing Specialist with a demonstrated history of working in the insurance industry.

I skilled in Sales, Communication, Team Building and Organizational Leadership. On the other hand I'm responsible for Front-End Development, Web Applications, Graphic Design and especially SEO, Web Site Optimisation, Google Adwords and Google Analytics.

I'm currently working at Generali Turkey as a Senior Digital Marketing Specialist. I'm being able to draw a strategy, administer digital media ads such as social, CPC and CPM.

I'm mostly focusing on Website Development, Search Engine Optimisation, Adwords, Social Media Ads, Digital Media Ads and also End-to-End Website Management.

EXPERIENCE

Senior Digital Marketing Specialist

Generali Sigorta (April 2018 - present)

Digital Marketing Specialist

Generali Sigorta (July 2015 - April 2018)

- Managing Generali Sigorta website end-to-end.
- Making all pages fully responsive and optimized.
- Becoming the member of Scrum Team which we named as SUX(Supreme User Experience)
- Making A/B tests on web pages and take actions according to the test results.
- 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.
- Managing Generali Sigorta Adwords account and strategies.
- Managing Digital Media and Social Ads.
- Managing Remarketing Campaigns.
- Being the digital part of the team project 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 and admin panels for internal and external projects.
- Creating social media applications.
- Managing digital marketing projects.
- Managing mobile application projects.
- 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

BS, Engineering Phyics

Istanbul Technical University

September 2006 - February 2013

BBA, Business Administration and Management

Anatolian University

September 2013 - Present

MA, Master of Business

Istanbul Bilgi University

September 2019 - Present

Administration (MBA)

COURSES

Product Owner and Key Business Responsible Course

PEM360 Danışmanlık

2019

Scrum Master and Development Team Course

PEM360 Danışmanlık

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

Tools

- Google Analytics
- Google Tag Manager
- Google Ads
- Google Data Studio
- Google Webmaster Tools
- Google Optimize
- Google Trends
- Google Pagespeed Insights
- Get Site Control
- Hotjar

Coding

- HTML5
- CSS3
- Java Script
- jQuery
- Ajax
- Wordpress
- Php
- MySQL

Design

- Adobe Photoshop
- Adobe Illustrator

HONORS & AWARDS

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

16. Altın Örümcek Ödülleri
2018

Generali Sigorta

Hizmet Kategorisi (2nd Place)

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.

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.

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?