

BURAK OZTURK

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Performance Marketing Specialist | Digital Marketing Specialist | Facebook & Google Ads
Shopify Plus | Klaviyo | E-commerce Growth | Global Markets

SUMMARY

Performance Marketing Specialist with 6+ years of experience managing large-scale Facebook & Google Ads campaigns, email automation, and e-commerce growth. Proven track record of managing \$100K+ monthly budgets, scaling campaigns across US markets. I am an expert in Google Ads, Google Analytics, and CRM tools like Klaviyo. Worked effectively in remote settings with cross-functional teams.

LANGUAGES

Turkish – Native

English – Professional Working Proficiency

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist, *Mükellef Teknoloji*

Jan 2025 – March 2026

- Managed and optimized multi-channel paid media campaigns (Meta & Google Ads) end-to-end to maximize ROAS and drive high-quality leads.
- Planned and allocated budgets across channels, ensuring efficient spend and scalable growth.
- Analyzed key metrics (CAC, CTR, CVR) to generate actionable insights and improve campaign performance.
- Led A/B testing on creatives, landing pages, and messaging to increase conversion rates and reduce costs.
- Collaborated with design teams through data-driven briefs to produce high-performing ad creatives.
- Monitored industry trends, competitor strategies, and platform updates to identify growth and optimization opportunities.

Performance Marketing Specialist, *Pedal Commander - Vitalen Holding*

Jan 2023 - Jan 2025

- Led performance marketing campaigns for US & Canadian markets across Meta, Google, and Shopify Plus, managing daily media spend up to \$2K.
- Built and scaled full-funnel Meta Ads strategies using Shop Ads, Advantage+, LLA, UGC creative testing, and custom product feeds.
- Implemented advanced tracking via Meta Pixel (server-side), enhanced attribution through Looker, Northbeam, ClickCease, and Clarity.
- Executed CRM flows in Klaviyo & Attentive, including A/B-tested automations, segmentation, and lifecycle targeting.
- Coordinated multi-channel growth efforts across Reddit, TikTok, Apple Search Ads, Bing, and Taboola, while contributing to the Turquality application process.

Digital Marketing Specialist, *KitUP*

May 2021 – May 2023

- Managed \$100K+ monthly ad budgets across Turkey, US, and EMEA regions through Meta, Google, TikTok, and Twitter Ads.
- Led end-to-end Meta Ads creative operations: trend-focused briefing, design team coordination, and scaling high-performing visuals.
- Optimized campaign performance by identifying high-ROAS creatives and iterating via tested variations.

- Set up and maintained Klaviyo email automations, delivering 200K+ emails monthly with segmented flows.
- Conducted deep performance analysis across platforms to inform media mix and strategic budget allocation.
- Optimized UGC-driven campaigns through A/B testing, improving CVR and lowering CPA.

Performance Marketing Specialist, *Digiens Media (Danışmanlık Akademisi)* **May 2020 – May 2021**

- Designed and built Klaviyo automations for a 250K+ contact base, generating a 35% revenue lift via loyalty and lifecycle flows.
- Achieved 45.7% click-to-open rates using segmented, behavior-driven email strategies
- Managed full-funnel Meta and Google Ads campaigns, optimizing for ROAS and user LTV.

Performance Marketing Specialist, *Freelance* **Jan 2020 – May 2020**

- Provided digital marketing consultancy to 12 companies across various industries, focusing on Meta Ads, Google Ads, and email marketing.
- Developed full-funnel campaign strategies using segmentation and creative testing.
- Enabled measurable growth for early-stage startups through lean budgeting and data-informed decision-making.

SKILLS, TOOLS AND PLATFORMS

Advertising Platforms:

Meta Ads (Facebook & Instagram), Google Ads (Search, Display, Video, Shopping), TikTok Ads, Reddit Ads, Twitter Ads, Apple Search Ads, Bing Ads, Taboola, Mountain, LinkedIn Ads

Analytics & Tracking

Meta Pixel & CAPI, GA4, Looker, Northbeam, Google Tag Manager, Microsoft Clarity, ClickCease

Email & CRM

Klaviyo, Attentive, HubSpot CRM, Lifecycle Automations, A/B Testing, List Segmentation & Hygiene

Creative & Campaign Ops

Creative Briefing, UGC Strategy, Ad Variation Testing, Funnel Strategy, Custom Product Feeds

Tech Stack

Shopify Plus, Slack, Asana, Notion, Trello, Monday.com, Basic HTML (Email), Zapier

CERTIFICATIONS

- **Contributor to Turquality® Government Support Process – Ministry of Trade, Turkey**
- **Certified Email Marketing Strategist – Digital Marketer**
- **Certified E-Mail Marketer – HubSpot Academy**
- **Google Digital Marketing & E-commerce Professional Certificate – Coursera x Google**
- **SMS Marketing Strategy Certificate – Klaviyo**
- **Product Certification – Klaviyo**
- **Meta Certified Digital Marketing Associate – Meta Blueprint**

EDUCATION

Kadir Has University – BA in Advertising (Faculty of Communication)	2018 – 2020
Nisantasi University – Computer Programming	2020 – 2022