İpek Tez

Digital Marketing Manager

About Me

A strategic and data-driven Marketing Manager with 7 years of experience. Experienced in brand awareness, funnel growth and lead generation strategies through automation and targeted campaigns. Skilled in product positioning, messaging and driving measurable growth. Seeking a role to create impact through innovative, data-backed marketing strategies.

Previous Experiences

GTM Project Coordination & Execution
Oversaw high-impact marketing initiatives from entering new markets to annual marketing campaign calendars, ensuring alignment with the company's yearly goals.

Data-driven Growth & Automation
Built data models and automated workflows to nurture leads and drive engagement. A/B tested messaging and optimized customer touchpoints to improve conversion rates.

Sales & Marketing Alignment for Expansion
Worked with Sales teams to implement GTM strategies. Managed a user help center for B2B & B2C users, and produced content to assist Customer Success teams.

Multi-Channel Campaign Management
Led external agencies and lead gen strategies in online channels, responsible for annual budgets and KPIs. Coordinated brand awareness efforts with offline events such as workshops, conferences, and press releases.

Competitive Research & Messaging
Conducted research to identify target segments, analyze competitors, and refine product messaging to ensure strategic differentiation.

Tallinn

Product Marketing Manager
@Qminder
August 2021 – January 2025

Content Team Leader
@NabuMinds
March 2020 – July 2021

Marketing Consultant
@HUGO.legal
June 2019 – March 2020

Marketing Manager
@PILW.IO
June 2018 – June 2019

APAC Digital Marketing Specialist
@ERPLY
January 2017 – June 2018

Istanbul

Communication manager
@Ecology Collective
August 2015 – August 2016

Communication Specialist
@Greenpeace Mediterranian
May 2012– June 2015

Tools & Data

CRM

Intercom

Hubspot

Pipedrive

Ad Management

Google & Microsoft Ads

Meta Business

LinkedIn Ads

Adroll

Data Tools

GA4

MixPanel

Hotjar

LookerStudio

Dovetail

Video Content

Figma

Loom

InVideo

Capcut

SEO

Ahrefs

Semrush

Moz

Spyfu

Education

Intercultural Communication Management

Tallinn University – *Master's Degree 2018, Estonia*

Journalism

Marmara University – *Bachelor's Degree 2015, Istanbul*

Languages

English – C1

Estonian – A2

Turkish – Native