

BATUHAN KONAL



Address : Kozyatađı Mah. Kadıköy/ İstanbul
Cell Phone : +90 536 374 5558
E-mail : batuhan.konal94@gmail.com
LinkedIn : www.linkedin.com/in/batuhan-konal

Education Status : Bachelor **Date of Birth** : 26.03.1994
Birthplace : Kartal **Driving License** : Class B
Military Status : Completed

Master **Işık University** (2022-2024)
Master of Business Administration - MBA
Bachelor **Işık University** (2016-2019)
International Relations %100 Scholarship (in English)
Anadolu University (2016-Present)
Business Administration (2nd University) 3. Semester

Bachelor **National Technical University of Ukraine** (2012-2013)
Aircraft and Rocket Engineering Drop out

High School **Mualla Selcanođlu Şenesenevler Lisesi** Science

Foreign Language **English** Advanced
Russian Elementary

ABOUT

I have online and digital experience in e-commerce. I have experience in web development, e-commerce, marketing, and project management. Deep knowledge of Referral marketing, Google Analytics, Front-end web development, Display advertising, Email Marketing, data management CMS tools as WordPress and CRM tools as HubSpot and Sales Manago.

WORK EXPERIENCE

Jun 2023 – Present

Anadolu Group – Johns Hopkins Anadolu Sağlık Merkezi- International Services Digital Marketing Supervisor

- Developed and executed comprehensive digital marketing strategies to promote our hospital's health tourism services, covering 25 countries abroad (including Eastern Europe, MEA, Russia, CIS).
- Implemented data-driven decision-making processes, utilizing analytics tools to identify trends, optimize campaigns, and allocate resources effectively.
- Successfully managed 12 websites, ensuring that each one reflected the hospital's brand and services, and optimizing them for user experience and search engine visibility.
- Oversaw 12 Instagram and 12 Facebook accounts, curating engaging content calendars, and leveraging social media platforms to foster community engagement and drive conversions.
- Led performance marketing campaigns across various digital channels, including paid advertising on platforms like Google Ads, Facebook Ads, and Instagram Ads.
- Employed A/B testing and ongoing optimization techniques to maximize campaign effectiveness and return on ad spend (ROAS).
- Conducted thorough data analysis, tracking KPIs, and using data-driven insights to refine marketing strategies and improve the patient journey.
- Leveraged advanced analytics tools to identify emerging market trends, enabling the hospital to stay ahead of the curve and adapt to changing patient demands.
- Led the implementation and management of a comprehensive CRM project, enhancing patient relationship management, and streamlining communication processes.
- Developed targeted email marketing campaigns and personalized patient interactions.
- Established strategic partnerships with international travel agencies, insurance companies, and medical facilitators, expanding our hospital's reach and attracting a diverse patient base.
- Collaborated with healthcare professionals to create joint marketing initiatives, fostering trust and credibility in our hospital's medical services.

Oct 2022 – Jun 2023

Massive Bio - CRM and Data Specialist

My responsibilities as a CRM and Data Specialist at Massive Bio;

- To manage and analyze the data collected by the company about customers,
- To identify long-term habits of customers,
- Organizing surveys to collect more detailed customer information on CRM-related issues,
- Identifying key criteria that affect customer behavior,
- Planning and executing structural changes to achieve business objectives,
- Identifying customer demands and developing strategies to meet these needs,
- Performing data analysis to identify market trends or evaluate responses to campaigns,
- Working in collaboration with marketing departments to develop more effective advertising campaigns,
- Defining business requirements and reporting to relevant units,
- Preparing reports from CRM systems and entering data into CRM systems.
- Segmenting the customer database according to certain relevant customer characteristics and personalizing the approach accordingly on a customer basis,
- Management and improvement of channels used in customer communication

May 2021 – Oct 2022

Oriflame Cosmetics - Regional Digital Tools and CRM Specialist Turkey & Africa

My responsibilities as a Regional Digital Tools and CRM Specialist at Oriflame;

- Responsible for management of digital communication projects from the initial stages through to final delivery advertising campaigns with communication team.
- Responsible for Turkey&Africa website, mobile applications, and CRM.
- Including the coordination of content between the local and global teams. As such I am responsible for opening and closing all campaigns online and overall analytics in relation to this.
- Responsible for all global digital launches for Turkey&Africa.
- To analyze website and mobile applications each month, find improvement areas
- To determine the contents and managing process for Turkey&Africa
- Supervising the Digital project ensuring the close cooperation and alignment between regional and local online teams

- Reporting and evaluating the ongoing digital activities
- Creating and implementing the regional Digital Strategy, assuring it is in line with global direction and covers markets' needs
- Update content for Oriflame Turkey, Morocco, Egypt, Tunisia, Nigeria, and Ghana website and make sure all content is there properly
- Create landing pages to ensure all legal requirements when it comes to online are up to date in the region.
- Providing the Turkey, Morocco, Egypt, Tunisia, Nigeria, and Ghana e-commerce website (Sitecore and Censhare) with excellent content,
- Prepare CRM actions, e-mails, web push, push notification, workflows and send in Turkey.
- Analyze website each month, find improvement areas
- Update content for Oriflame Turkey, Morocco, Egypt, Tunisia, Nigeria, and Ghana website and make sure all content is there properly
- Choose website images accordingly to the layout and blog articles according to trends and new product launches
- Fix issues for all markets via CMS or involve IT when necessary
- Support internal communication
- Check other markets and competitors from time to time, prepare benchmark when its needed.

Jan 2021 – May 2021

BAKIRCI Automotive bakirci.com.tr – Digital Marketing and Communication Specialist

My responsibilities as a Digital Marketing and Communication Specialist at Bakırçı Automotive;

- Creating a new website. Planning and managing search engine optimization (SEO).
- Planning and implementing internet projects.
- Social media and community management.
- Managing company websites and micro sites.
- Creating, monitoring and improving the internal processes of social media networks.
- Coordinating with the agency and internal units within the framework of projects,
- Social media monitoring.
- Analysis and reporting.
- Preparation of social media content for the first quarter of the year

Jun 2018 – Jan-2021

Akila Digital Agency akila.com.tr – Web Development Specialist & Digital Marketing Specialist

Akila is a 360 ° digital agency that produces functional solutions integrated to the technology era with aesthetic concerns. Akila, working in interaction with its corporate customers with its young, dynamic and professional staff, has been continuing its existence by gaining and gaining qualifications since 2019.

My responsibilities as a Web Development Specialist at Akila Digital Agency;

- Deciding application architecture and design principles in development
- I have knowledge and experience of using social media, SEO, SEM, Google tools.
- I made product management, sales, reporting and analysis in the field of digital marketing.
- Deciding web site architecture and design principles in development
- Developing new Trivia Game and also developing new project for mobile application.

Sept 2016 – Jun 2018

Mercanlar Automotive –Foreign Trade Specialist – Part time- in Summer Full time-

Mercanlar Automotive was established in Istanbul in 1982 to trade spare parts for passenger cars and commercial vehicles.

My responsibilities as a Foreign Trade Specialist at Mercanlar Automotive;

- Dealing with export and import business.
- Overseas customer relations.
- To offer overseas automotive spare parts prices.
- Planning, costing and identifying feature sets of new spare parts.
- Tracking sales and creating offers on Alibaba.com gold platform.

July 2016 – Sept 2016

HEAŞ – Airport Management & Aeronautical Industries Inc. in Sabiha Gökçen – Intern

HEAŞ , Along with rulemaking, organization and inspection activities that being an airport authority brings; HEAŞ also provides electricity-water-gas-heating-cooling services of the airport, aviation information processing activities, VIP services, safety and inspection of gates to the airside activities.

My responsibilities as an Internship at Heaş;

- I performed purchasing department tasks.
- I learned how to make purchasing offers and presentations.
- I learned how to import the new tools.

PROJECTS

Bilgi Savaşı (Android-iOS)

Bilgi Savaşı is the Mobile application on android. We are rewriting whole application with new interface and more features. Development has completed and we are on the testing stage. (Java)

<https://play.google.com/store/apps/details?id=com.akila.bilgisavasi>

PROGRAMMING SKILLS

Programming Language

Android (Beginning), Kotlin (Beginning), Java (Beginning), WordPress (Advanced), HTML5 and CSS

Applications

GA4, Google Ads, Meta Ads Android Studio, Adobe Photoshop-Premier, Slack, Trello, Zeplin, FileZilla, Sitecore, Censhare, SalesManago, HubSpot, SharePoint,

SDKs and Libraries

Firebase.

Git Services

Bitbucket,

Operating Systems

Android, Windows, MacOS

MARKETING SKILLS

Skills

Digital Marketing, Neuro Marketing, Marketing Automation Systems, Sales & Marketing, Marketing Strategy, Purchasing Management, Analyze Problems, To Produce Alternative Solutions To Problems Problems, Organized Working, Taking Responsibility, Ability to work under pressure, Open To Learning, Product management, Data Management / AI, Brand Value

Applications

Microsoft Office Excel, Microsoft Office Word, Microsoft Office PowerPoint

VOLUNTARINESS AND COURSES

| | |
|---|------|
| SAP ABAP Development | 2022 |
| Google Digital Marketing Certificate | 2020 |
| Social Media Marketing: Strategy and Optimization on LinkedIn Certificate | 2020 |
| B2B Marketing on LinkedIn Certificate | 2020 |
| The Complete Android Developer Course | 2020 |
| Udemy Digital Marketing Course | 2019 |
| Ecodation - Yıldız Technic University - Mobile Application Education | 2019 |
| Alibaba Gold | 2017 |