

BATUHAN KONAL

MARKETING PROFESSIONAL | CRM | DIGITAL GROWTH |
REPORTING | PROCESS IMPROVEMENT

batuhankonal.com/



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SUMMARY

Marketing professional with 8+ years of experience across healthcare, cosmetics, automotive, FMCG, and retail industries. Experienced in CRM, digital growth, reporting, process improvement, and multi-market marketing operations. Proven track record in managing cross-functional marketing processes, supporting customer journey development, and driving data-informed decisions to improve marketing effectiveness and business performance.

CORE COMPETENCIES

Marketing Strategy, CRM & Lifecycle Management, Digital Growth, Reporting & Performance Analysis, Process Improvement, Multi-Market Campaign Management, SEO/SEM, GA4 & Analytics, Budget Management, Agency Management, Customer Journey Management

EXPERIENCE

Digital Marketing Supervisor

Anadolu Group – Anadolu Sağlık Merkezi | Jun 2023 – Present

- Lead multi-market marketing activities across international health tourism markets, supporting digital growth, lead generation, and brand visibility.
- Manage and optimize 12+ websites with a focus on UX, SEO, content structure, and conversion performance.
- Manage €1M annual digital media budget with agency coordination.
- Lead digital acquisition activities across Google Ads, Meta, and other paid channels.
- Own CRM processes including segmentation, automation, reporting, and customer journey improvement.
- Collaborate with sales, brand, and business development teams to improve lead generation and conversion.
- Contribute to reporting, process improvement, and more structured data-driven marketing operations.

CRM & Data Specialist

Massive Bio | Oct 2022 – Jun 2023

- Managed CRM data, customer segmentation, and performance analysis to support data-driven marketing and communication processes.
- Delivered insights on customer behavior, campaign performance, and lifecycle trends to improve lead conversion and engagement.
- Worked closely with marketing teams to support targeting, reporting, and more effective customer communication strategies.

Regional Digital Tools & CRM Specialist (Turkey & Africa)

Oriflame Cosmetics (FMCG / Retail) | May 2021 – Oct 2022

- Managed regional digital platforms, websites, mobile app, and CRM tools across Turkey & Africa markets.
- Coordinated local and global teams, along with agency partners, to support content, campaign, and digital project execution.
- Supported regional CRM, reporting, and digital growth initiatives across retail and e-commerce operations.

Digital Marketing & Communication Specialist

Bakırcı Automotive | Jan 2021 – May 2021

- Supported website, social media, and corporate communication processes to strengthen the company's digital presence.
- Contributed to digitalization and corporate structuring efforts by improving communication and digital workflows.

Web Development & Digital Marketing Specialist

Akila Digital Agency | Jun 2018 – Jan 2021

- Managed website design and development projects for various clients.
- Worked on paid advertising, SEO, and digital marketing tools to improve online visibility and performance.
- Supported clients in website, campaign, and digital content processes.

EDUCATION

MBA – Business Administration, Işık University (2024)

BA – International Relations (100% Scholarship), Işık University (2019)

LANGUAGES

Turkish (Native)

English (Professional Working Proficiency)

Russian (Elementary)
