

Ozgur Safak Okmek

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EXECUTIVE SUMMARY

Global E-Commerce & Digital Growth Leader with 10 years of experience driving digital transformation, marketplace expansion and profitable growth within the consumer electronics industry. Proven expertise across Amazon Marketplace, Shopify DTC, SEO, CRO, performance marketing and omnichannel commerce. Managed a \$2M annual marketing budget, led 10-15 professionals, and contributed to approximately \$54M annual e-commerce revenue while supporting long-term commercial growth.

CAREER HIGHLIGHTS

- **Managed \$2M annual marketing budget.**
- **Led teams of 10-15 professionals.**
- **Supported ~\$54M annual revenue and ~\$375M cumulative business over seven years.**
- **Managed marketing budgets and MDF investments, aligning partner funding with campaigns, marketplace growth and commercial priorities to maximize ROI.**
- **Led global e-commerce growth and market expansion, with a particular focus on Germany, scaling the brand across Amazon, Shopify, Otto, MediaMarkt, Kaufland and eBay.**
- **Increased conversion rate by 112% while reducing marketing spend by 30%.**
- **Maintained #1 Google ranking for 'Gaming Laptop' for six consecutive years.**
- **Recipient of Brandverse & Deloitte awards.**

Professional Experience

Global Digital Marketing Manager & Germany Operations Lead, Tulpar Notebook / Monster Notebook, Istanbul → Berlin | (Sep 2019 - Aug 2026)

- **Scaled digital commerce across DTC and marketplace channels**, expanding the business across Amazon, MediaMarkt, Otto, Kaufland and eBay and driving **strong marketplace sales growth**.
- **Transformed the DTC business into a significantly stronger sales channel** through performance marketing, product strategy, promotional campaigns and CRO, delivering **250%+ growth in monthly online sales**.
- **Built a long-term SEO growth engine**, maintaining **#1 Google visibility for "gaming laptop" for 6+ years** and reaching **Top 3 for "laptop"**, strengthening organic acquisition and reducing dependence on paid traffic.
- **Combined performance marketing, CRO, analytics and AI-powered personalization** to improve the customer journey, contributing to **+112% YoY conversion growth while operating with a 30% lower marketing budget**.
- **Built closer partnerships with Google and marketplace account teams**, turning platform insights, customer behaviour and performance data into continuous improvements in **traffic quality, visibility and conversion**.
- **Expanded from digital marketing into commercial and operational leadership**, leading **10-15 professionals** across marketing, e-commerce, sales and operations, and ultimately taking responsibility for the German operation.

Head Of Performance, Digital Exchange, İstanbul | (Sep 2018 - Sep 2019)

- Led performance marketing strategies and managed digital campaigns focused on revenue growth, customer acquisition, and ROI optimization.
- Collaborated across teams to deliver data-driven insights and improve campaign performance and business results.

Performance Marketing Executive, GroupM, İstanbul | (Feb 2017 - Sep 2018)

- Managed performance marketing campaigns across multiple digital channels, optimizing traffic, conversions, and return on advertising spend.
- Analyzed campaign performance and implemented data-driven optimizations to maximize marketing efficiency and business growth.

Digital Marketing Consultant, Own business, İstanbul |(Feb 2016 - Jan 2017)

- Provided digital marketing consulting services, helping businesses improve their online presence, performance marketing, and growth strategies.

Installation and Maintenance Engineer, Minimax GmbH & Co. KG, Bremen → İstanbul | (May 2015 - Jan 2016)

Education

Halic Üniversitesi, İstanbul

Bachelor's Degree in Electronics and Communication Engineering, Jan 2008 to Jan 2014

Awards

Corporate Blog Award

Apr 2021

YouTube Ads Leaderboard

Nov 2018

Big Jobs With Small Budget / Brandverse Awards & Deloitte

Jun 2022

Search Engine Campaign Award / Brandverse Awards & Deloitte

Jun 2022

Areas of Expertise

- | | | | |
|------------------------------|--|------------------------|-------------------------------------|
| • Global E-commerce Strategy | • Omnichannel & Marketplace Operations | • Amazon & Shopify | • Performance Marketing |
| • SEO & CRO | • Competitive Analysis | • Pricing Strategy | • Data & Analytics (KPI Governance) |
| • P&L Management | • Cross-functional Team Leadership | • AI-Powered Marketing | • Account Management |

Links

[Website](#)

Languages

English (Professional), German (A2), Turkish (Native)

Professional Training

SLII Leadership Training, Blanchard Türkiye (2021)

Google Partnership Program, Dome Google (2016)

Technical Proficiencies

Platforms & Tools: • Amazon Seller Central • Shopify • Google Analytics 4 (GA4) • Looker Studio • Power BI • SAP Emarsys • Google Ads • Meta Ads

Hobbies

Basketball (Former Professional Player) • Cycling • Camping • Cooking • Travel