



Ozgur Agca

ECommerce & Digital Marketing

İstanbul, Türkiye

Ozgur is **Available to work**

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Links

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Freelance Assignments

Skills

Digital Marketing Experience (Advanced)

Ecommerce (Advanced)

SEO (Advanced)

Global E-commerce (Advanced)

Digital Marketing Analytics (Advanced)

Meta (Advanced)

Funnel Marketing (Advanced)

Webinar Management (Advanced)

Webinar Development

Team Management (Advanced)

Shopify (Advanced)

Magento (Intermediate)

WooCommerce (Advanced)

Etsy (Advanced)

About

BRANDS WORKED WITH

The Orient Bazaar

Cargill

TURKIYE EKONOMI BANKASI A.S. (EX-FORTIS BANK).

PACKARD (SYKES).

Evgin Menkul Deger.

Sabancı Center - BRISA.

Experience



● HEAD OF E-COMMERCE & DIGITAL MARKETING

The Orient Bazaar | Feb 2015 - Now

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● E-COMMERCE MANAGER

The Orient Bazaar | Jul 2011 - Feb 2015

- Successfully converted oriental rug business into modern home textile (carpets and rugs, pillows, poufs, customized items, etc) and accessory business (bags, shoes and belts) with +80% sales revenue through e-commerce
- Designed and developed 6 new product categories for international B2B and B2C online customers
- Involved in designing and launching of e-commerce and blog websites, as well as associated social media accounts such as Facebook, Instagram, Pinterest etc., since 2012.
- Managing and monitoring web track, conversion strategies through various platforms Tracking SEO and Google Analytics data and making complex analysis
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- Determining the format and features of the web-site in order to maximize clarity and ease of navigation for customers Liaising with the web developers to develop and alter the website as needed
- Planning digital marketing , including web, SEO/SEM, email, social media and display advertising campaigns
- Conducting market researches and arranging the online transactions accordingly.
- Determining the format and features of the web-site in order to maximize clarity and ease of navigation for customers Liaising with the web developers to develop and alter the website as needed.
- Achieve growth and hit sales targets
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- Managing all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting
- Developing and implementing e-commerce strategy in order to improve website performance Working with developers to improve website speed
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- Working with the marketing team or manage digital marketers in order to improve quality and traffic acquisition Re-Platforming website to new CMS, making website mobile capable
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- Researching market in order to discover new trends and technologies in order to improve website performance
- Analysing various data in order to deliver data driven strategies in order to deliver top performance and achieve KPIs
- Overseeing or directly managing digital marketing channels across PPC, SEO, Display, Affiliates and E-mail marketing and Social Media
- Developing content calendar and overseeing website uploads and land-

Alibaba (Advanced)

Amazon (Intermediate)

Team Collaboration (Advanced)

Communications Strategy (Advanced)

Marketing Strategy (Advanced)

KPI Implementation

KPI (Advanced)

Languages

Turkish (Native)

English (Fluent)

German (Basic)



ing pages development Reporting on performance.

● SENIOR TRADE STRUCTURE AND FINANCE ADMINISTRATOR

Cargill | Feb 2006 - Jun 2011

Executing foreign trade deals and their finance

- Handling all writings with correspondent banks, Cargill offices worldwide and other third party companies/institutions Opening l/c s, presenting and checking documents, following
- payments Dealing with related banks in order to set an acceptable discount
- rate and preparing all related paperwork for the payments Following up the payments and paperwork of transit trade les
- and the coordination with banks Supporting abroad offices for all related transactions under
- Cargill's responsibility Analysing financially the nominated banks to allocate limits
- between Cargill and the banks, utilizing the limits and revising periodically Preparing reports and providing information flow for accurate
- reporting when needed. Negotiation of documents with banks/counterparties
- In case of necessity, handling other operational responsibilities of
- the administrator Doing all system bookings in order to prepare all reports and
- balance sheets those are presented to the management.(Summit, IRIS, Daily excel s/s, Support excel s/s) Handling all daily transactions and deciding for immediate issues

● ASSISTANT SPECIALIST

TURKIYE EKONOMI BANKASI A.S. (EX-FORTIS BANK). | Apr 2004 - Jan 2006

International payments and checking correspondent banks' accounts

- Preparing the proper message types in the SWIFT system for all collection, L/C and guarantee letter transactions Inquiring and responding the related banks for faulty transactions
- Opening L/C, checking documents and informing the related
- branch and customer to take necessary action to share them with the related government institutions and related
- departments in the bank Working as a consultant Preparing reports periodically

● CUSTOMER REPRESENTATIVE HEWLETT

PACKARD (SYKES). | Apr 2002 - Apr 2004

● INTERNSHIP

Evgin Menkul Deger. | Jun 1999 - Oct 1999

INTERNSHIP

● Sabanci Center - BRISA. | Jun 1997 - Oct 1997

Marketing Communication Management

Education & Training

2003 - 2004 ● **Marmara University**
MBA,

1996 - 2000 ● **Technical University**
Mathematical Engineering,

1994 - 1996 ● **Yildiz Technical University**
Mathematics,

1987 - 1994 ● Kadikoy Anatolian High School
High School,