



# Ahmet Vural Kaya

Marketing & Communication

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## SUMMARY

After graduating from Dumlupınar University, Department of Materials Engineering in 2007, I began my career in content management within the media sector. Throughout my career, I have worked as an expert and manager in Marketing Communications and Project Management for some of Turkey's leading brands across various sectors, including media, agencies, and entrepreneurship.

My professional journey, which began with Project and Content Management, has expanded into key areas requiring expertise across multiple disciplines, such as brand and product ownership, corporate communication, and marketing communication. I have led numerous digital projects in areas such as user experience design, content marketing, marketing products and services through diverse channels, developing revenue models, and creating growth strategies. My sectoral experience spans Media, E-Commerce, FMCG, Automotive, Engineering, and Law.

I earned my master's degree in Marketing Communications and Brand Management from Istanbul Bilgi University with high honors. I possess extensive knowledge in Marketing Communications, Brand Creation and Management, Consumer Insights and Research, Target Audience Analysis, Revenue Model Development, User Experience Design, and both Organic and Paid Growth Strategies. For more detailed information, you can visit my website at <https://www.ahmetvuralkaya.com>.

## EXPERIENCE

### Marketing and Communication Manager

01/2024 - 12/2024

EMKO Education Solutions ↗

I established the marketing department of the company. I renewed the marketing processes in digital and traditional channels. I took part in market research, fair participation, product development processes. I increased brand awareness.

### Corporate Communication & Marketing Director

01/2023 - 06/2023

MGC Legal ↗

My role as Marketing and Communications Director; To manage all the communication and marketing activities that the company will carry out locally and globally with my team. In addition, to manage digital project management, branding, communication, and marketing processes in MGC's projects within the framework of its future vision, and to contribute to business development processes.

### Marketing Coordinator

01/2021 - 01/2023

Üçay Group ↗

First, I established the "Digital Transformation" department, then the "Marketing" department. I managed all corporate communication and marketing activities of 3 companies under the group structure. Creation of annual communication and campaign budgets in traditional and digital channels, creation of "Landing Page" and "Lead Generation" structure, execution of all paid and organic marketing activities (SEO and SEM), organization of external events of the company. I also took part in the investment processes of 2 new brands named "Evjet" and "Elaris". Üçay Group works in the fields of engineering contracting, energy, renewable energy, e-mobility and commercial marketing.

### Marketing Manager

06/2018 - 01/2021

Escar A.Ş. ↗

Management of Corporate Communication Activities and Digital Marketing Department

## PROJECTS & MY ROLES

- Escar Fleet Services

Creating corporate communication contents, Organization of printed and visual corporate needs, Social Media channels management, Management of corporate websites

Building desktop and mobil user experience, Creating a sales strategy, Building the income model and establishing legal infrastructure, Creating a sales team, Dealer and Distributor relations management, Gaining new sales channels, In-service training activities, Management of content marketing and advertising sales activities

- VarmiArttiran.com

Management of digital communication activities

### Managing Partner & Founder

01/2016 - 06/2020

All of Digital ↗

"All of Digital" is a consulting agency dedicated to empowering businesses with sustainable growth strategies through expert marketing and communication services. At All of Digital, I provided both consulting and implementation services in key areas such as Brand Creation, Brand Management, Brand Communication and Marketing Processes. I managed the establishment processes of the agency and helped it gain many clients from different sectors.

Bilgiliminik.com - BiÇiftlik.com - Şiva Düruç - BL Müzik - Aslı Demirer - Fırat Akarsel - Opera İstanbul (Bugaboo, Cybex, Ergobaby) - Food'n Fit - Sarı Ev Müzik - Demirayak A.Ş. - ModaMegas - EdmitInt - Ollaluna

### Business Development Executive

02/2015 - 01/2016

Google Turkey ↗

My responsibilities in the role of Agency Business Development Manager;

- Management the development of advertising agents that provide services with Google advertising products to advertisers in many different sectors (FMCG, Construction, Finance, Automotive, Technology, etc.)
- Teach Google Ads Partner agencies innovations about Google ad models
- Developing the advertising strategies of high budget management agencies
- Support agencies in gaining new customers
- Supporting them to reach the targeted KPIs in the campaign processes

### Digital Strategist & New Business Executive

01/2013 - 02/2015

Persicope ↗

Working on Media Planning and Buying at Periscope, I took part in strategically using media buying budgets of advertiser brands, in which channels and how much, media planning and buying operations, budget management, campaign and KPI tracking. I managed the business development and pitch processes for the agency's new customer acquisition.

### Digital Marketing Manager

11/2009 - 02/2013

BL Muzik ↗

I established the company's e-commerce infrastructure and managed digital marketing activities. I managed all digital communication and advertising channels. I worked on product stock tracking, product listing, categorization, and order tracking. I managed all marketing activities on the web, social media, paid and organic channels.

### Content Manager

08/2007 - 10/2009

Nes Media

I worked as a content and broadcast manager in a media company with 2 channels (Ontvhaber.com and Korsanhaber.com). In Ontvhaber.com, which was Turkey's first IPTV project, I simultaneously organized the broadcast flow, worked as a KJ and VTR operator, and controlled the camera. In Korsanhaber.com, I worked as an internet news editor, edited images, and prepared video content.

## EDUCATION

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### Marketing Communication and Brand Management

09/2021 - 06/2023

İstanbul Bilgi University - Master Degree

Marketing, Communication and Brand Managemen

Thesis Topic: Methodological and Operational Perspective on the Differences Between Marketing and Sales

### Audio Engineering

02/2010 - 06/2011

SAE Institute - Bachelor Degree

Audio Engineering Programme

## Material Engineering

Dumlupinar University - Bachelor's Degree

All production processes of materials such as Ceramics, Glass, Brick, Cement and Tile

09/2002 - 06/2007

## CERTIFICATES

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### AI and Sustainability

Linkedin

12/2025 - Present

### B2B Marketing

NeoSkola

02/2024 - Present

### Sustainability in Corporation Business

Alison

04/2023 - Present

### Google Analytics Certificated - Advanced Level

Google

01/2021 - Present

### Google Adwords Certificated - Ad Manager

Google

03/2015 - Present

### Google Adwords Certificated - Advanced Search

Google

03/2015 - Present

### Google Adwords Certificated - Video Advertising

Google

03/2015 - Present

### Google Adwords Certified - Mobil Advertising

Google

03/2015 - Present

### Google Adwords Certificated - Advanced Display

Google

03/2015 - Present

## SKILLS

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Marketing	Expert	Brand Management	Expert
Corporate Communication	Expert	Growth Marketing	Advanced
Digital Marketing	Expert	Creative Content	Advanced
E-Commerce	Expert	Content Marketing	Advanced
Market Analysis	Expert	Presentation	Advanced

## LANGUAGES

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Turkish	Native	English	Fluent
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