



Ahmet Tekin

TECHNICAL DIGITAL MARKETER

CONTACT

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CORE SKILLS

- Strategic & Analytical Thinking
- Strong Communication
- Teamwork
- B2B SaaS Growth
- Technical SEO
- Conversion Rate Optimization
- Lead Generation

TOOLS & PLATFORMS

- Microsoft Office
- SEMrush
- Google Analytics 4
- Meta Business Manager
- Mailchimp
- HubSpot CRM
- Google Tag Manager
- SQL · Power BI · Tableau

LANGUAGES

English C1

Turkish Native

GROWTH · ANALYTICS · SEO

Ahmet Tekin

Technical Digital Marketer | B2B SaaS Growth, SEO & Web Analytics | Bridging Tech & Business

PROFILE

I am passionate about technical digital marketing, with experience in B2B SaaS growth, performance marketing, technical SEO, and web analytics. My expertise includes planning, launching, and optimizing data-driven campaigns across Google Ads, Meta Ads, and LinkedIn Ads, as well as implementing GA4 and GTM tracking to improve user journeys and conversion performance. With a background in software engineering and economics, I enjoy translating complex software products into clear, high-converting messaging while using SQL and dashboard reporting to measure business impact.

EXPERIENCE

Digital Marketing & Growth Specialist

Jul 2025 – Jul 2026

Togo Shoes · Ankara Kızılay, Türkiye

- Owned B2B SaaS growth strategy across acquisition, free-trial activation, and pipeline generation, increasing qualified sales leads by 35%.
- Designed and implemented full-funnel GA4 and GTM event tracking across web applications, connecting user behavior to funnel decisions and reducing onboarding drop-off by 22%.
- Built automated HubSpot CRM nurture journeys for enterprise prospects, raising email open rates to 42% and supporting pipeline velocity.
- Ran technical SEO audits and keyword strategy for developer-focused content, aligning search intent with SaaS buyer journeys and increasing organic traffic by 40% in six months.

Technical Digital Marketing Specialist

Jan 2024 – Jun 2025

CoreTech Software & Digital Labs · Antalya, Turkey

- Led B2B demand-generation campaigns for enterprise software across Google Ads, Meta Ads, and LinkedIn Ads, managing monthly budgets and lead quality.
- Lowered CPA by 28% through structured A/B testing of landing-page messaging, value propositions, and UX/UI micro-copy.
- Configured custom GA4 events and conversion goals, then built SQL-backed dashboard reports that translated user behavior into executive-level ROI insights.
- Connected technical product knowledge with commercial messaging by creating product sheets, case studies, and whitepapers for complex software solutions.
- Used a combined software engineering and economics perspective to bridge product capabilities, customer needs, and measurable marketing outcomes.

EDUCATION

B.Sc. in Software Engineering · In Progress · Weekend School

Vizja University, Warsaw, Poland · 2026 – Present

English Language Education

SWPS University, Warsaw, Poland · 2025 – 2026

B.Sc. in Economics · 3 Years Completed / Transferred

Akdeniz University, Antalya, Turkey · 2022 – 2025

CERTIFICATIONS

Google Analytics 4 (GA4) Certification
Google Skillshop

Inbound Marketing Certification
HubSpot Academy

Semrush SEO Fundamentals Certification
Semrush Academy

SQL Certification
HackerRank