



SEDA ONEY

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EDUCATION

MASTER DEGREE
İSTANBUL BİLGİ UNIVERSITY -
(İSTANBUL,TURKEY)

NEXT ACADEMY - Marketing 2018 - 2019

BACHELOR DEGREE
KOÇ UNIVERSITY - (İSTANBUL,TURKEY)
International Relations - 2008 - 2014

INTERNATIONAL LANGUAGE SCHOOL OF
CANADA (TORONTO,CANADA) - 2014

LEONARDO DA VINCI SCUOLA
(FLORENCE,ITALY) - 2012

PROFESSIONAL SKILLS

Google Ad Manager (ADX, Adwords, DFP)
Google Analytics
Amazon Seller Central
Adform DSP, DMP
Facebook Business, Yandex (YAN)
Criteo, Twitter, Spotify Ads, LinkedIn Ads, Youtube
Ads, Quora, Reddit,
Jira, CRM, Microsoft Office, Hubspot, SemRush

WORK EXPERIENCES

MARKETING MANAGER

Kripttrade (Istanbul) 09.2024 - Still - Crypto Exchange

As the Marketing Manager at Kripttrade, I am responsible for developing and implementing promotional strategies for the cryptocurrency exchange. I drive user acquisition through targeted audience analysis, social media campaigns, SEO optimization, and performance-focused digital advertising. Additionally, I design and execute creative communication strategies to enhance brand awareness

MARKETING MANAGER

Defy Trends (Florida) 02.2022 - 07.2024 - SaaS Tech Blockchain

Leading marketing efforts for a SaaS company focused on data-driven crypto insights technology, I developed impactful B2B marketing strategies and managed B2C digital media. My role encompassed crafting compelling landing page content, refining audience targeting, and executing comprehensive digital marketing strategies across various channels for the B2B model.

DIGITAL MARKETING MANAGER

Techtopay (London) 08.2019 - 08.2021 - Fin Tech

As a Digital Marketing Manager for a B2B and B2C company specializing in integrating payment systems into e-commerce websites, I employed innovative research tools, including machine learning and proprietary data solutions. Collaborated closely with brand planners and creative teams to apply insights for creative campaigns. Wrote comprehensive marketing strategies, tactics, and operational plans, contributing to effective planning and execution.

DIGITAL MARKETING AND COMMUNICATION MANAGER

**Rixos Hotels and Land of Legend (Dubai & Turkey),
09.2018-08.2019 - Hospitality and Theme Park**

As a Digital Marketing and Communication Manager, I directed digital marketing efforts for 11 hotels in Turkey and Dubai. Managed SEO/SEM, social media, video & display ads, email marketing, and eCommerce activities. Established new customer acquisition channels and optimized revenue through channels like Paid Search, Retargeting, and Affiliates. Led sales strategy, marketing, and customer service, forecasting and managing budgets for improved KPIs. Automated CRM processes, innovated, and explored growth opportunities.

PROGRAMMATIC OPERATIONS AND YIELD MANAGER

SAHİBİNDEN (Turkey) 01.2018 - 09.2018 - E-Commerce Company

I led programmatic and ad yield optimization activities. I efficiently managed a team overseeing Display, Native, and Mobile advertising, including both direct reports and off-shore support. My responsibilities included optimizing AdExchange inventory to maximize eCPM, utilizing Google DFP Dynamic Allocation for premium deals, setting pricing rules, and developing new revenue channels with SSPs. I cultivated strong relationships with global agencies, trading desks, clients, and various technological and commercial partners.

SENIOR ACCOUNT MANAGER (VIDEO ADVERTISING)

Videfy (Israel) 05.2017 - 01.2018 - Digital Agency

I specialized in buying and selling ads with Vast traffic on video platforms. Proficient in Spring Serve and Verta Media, I managed direct traffic for publishers and networks. My role involved identifying opportunities to enhance overall performance for publishers, advertisers, and campaigns.

PLATFORM ACCOUNT MANAGER (PROGRAMMATIC ADVERTISING)

ReklamStore (Turkey) 04.2015 - 04.2017 - Digital Agency

I excelled as a Platform Account Manager at ReklamStore, specializing in programmatic advertising for display, mobile, and video ads. I managed ads on diverse platforms like Google, Appnexus, Admeta, ADK2, Epom, AOL, Criteo, and Hasoffers. My role involved researching new technologies in affiliate and display marketing, as well as collaborating with Agency Trading Desks, Demand Side Platforms, and partners to optimize ad delivery, ensure smooth campaign execution, and troubleshoot ad serving issues.