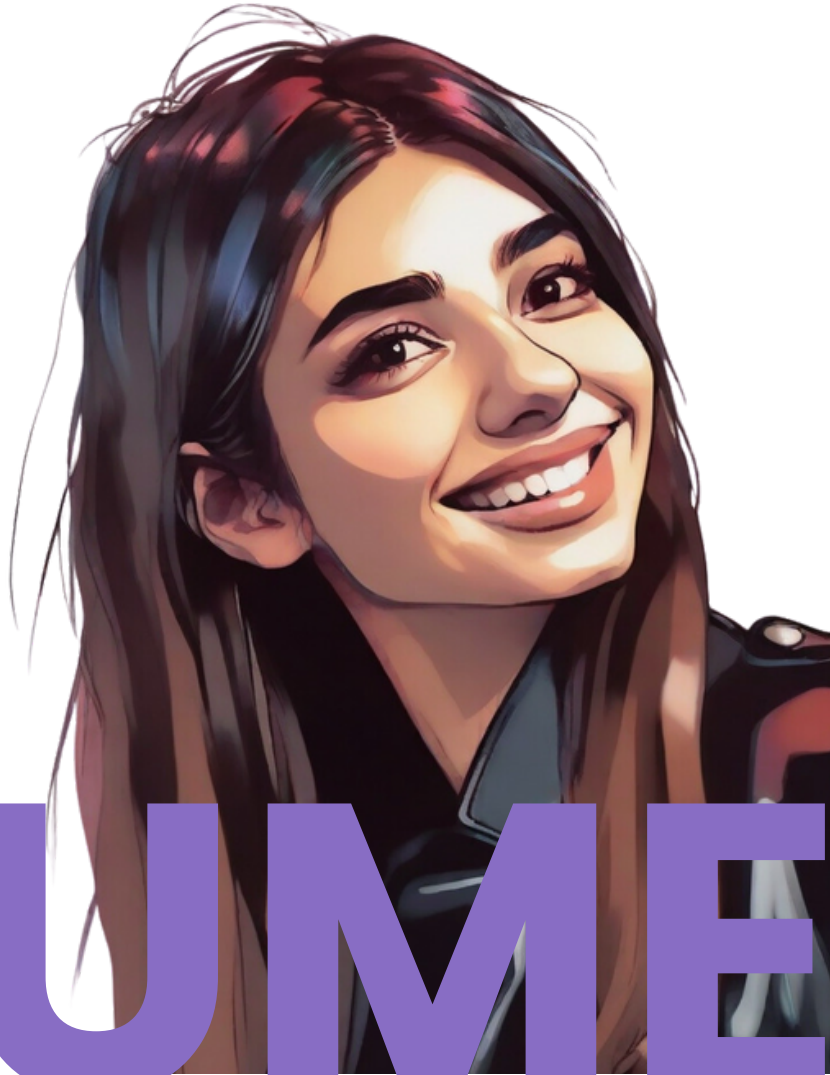


HELLO FROM SEMA!

“Communication is the
real work of leadership”



RESUME

Throughout my career, I have traversed various areas of creativity and marketing activities and have overseen and contributed to numerous compelling projects.

As a marketing and communications expert, my role goes beyond developing effective marketing strategies & appealing concepts. It embodies a real passion for my work. I believe that bringing passion to every project is crucial to success.

My approach is based on promoting harmony, continuous growth and joy. Every project I undertake is highly valued and carefully pursued to fruition.

Outside of my work, I have a passion for various interests including coffee, food, fashion, flowers, flamingos, music, shoes, travel, cooking, sushi, art, walks, summer, positivity, meditation and numerous other pursuits.

My key competencies are strategic planning, brand management, Digital marketing, team leadership, data analysis, crisis management, innovation and adaptability, effective communication, trend/market analysis, creativity/design, performance marketing, scaling, campaign management, engagement building.

I speak German (mother tongue), Turkish (mother tongue), English (fluent), Spanish and French (basic knowledge).

The text 'WHAT I DO?' is displayed in a large, bold, sans-serif font. The words 'WHAT' and 'I DO' are in a purple color, while the question mark '?' is a bright cyan color. The text is positioned in the lower half of the page, with the question mark being particularly large and prominent.

[Skip to learn more >>](#)

Marketing, Communications & Design

I helm a dynamic and results-driven team dedicated to navigating the intricate landscape of online engagement and brand visibility.

Craft Strategic Campaigns

I lead comprehensive digital marketing campaigns tailored to amplify a brand's voice and resonate with your target audience. From conception to implementation, I ensure every campaign seamlessly aligns with business goals.

Use data insights

Using state-of-the-art analytics tools, I dive deep into the data to uncover actionable insights. By analyzing user behavior, market trends and campaign performance metrics, I optimize strategies for optimal impact and ROI.

Increase traffic and conversions

Driving high-quality traffic to digital assets such as websites, apps or social media channels. Increasing online visibility and conversions by combining SEO, PPC, social media marketing and content optimization.

Building brand authority

Establishing brands and managing content creation, influencer partnerships and community engagement initiatives to promote trust and credibility with audiences.

Stay ahead of trends

In the fast-paced world of digital marketing, it's important to stay one step ahead. I stay on top of new trends, platforms and technologies to ensure brands stay at the forefront of innovation and relevance.

Measure and adjust

Continuous improvement is ingrained in our approach. Through rigorous performance monitoring and A/B testing, I adjust strategies to optimize results and adapt to evolving market dynamics.

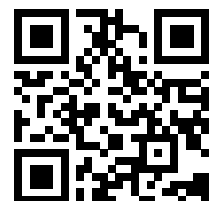
Cross-departmental collaboration

I collaborate closely with cross-functional teams, including sales, product development, and customer service, to ensure a cohesive brand experience across all touchpoints.

Drive growth and impact

Ultimately, my goal is to drive sustainable growth and make a meaningful impact on bottom line. Whether it's expanding customer base, increasing revenue, or enhancing brand loyalty, I'm committed to delivering tangible results that propel the business forward.

**VISIT MY WEBSITE
FOR MORE.**



SENIOR / TEAMLEAD

E-COMMERCE SALES & LAUNCH MANGER

Glow25 (Primal State Performance GmbH)

Mai 2022 – present

For almost a year, I am working as an E-Commerce Launch & Sales Manager at Glow25, a startup that sells premium well-aging products. In this role, I am responsible for the successful development and optimization of campaigns, the planning and implementation of marketing strategies as well as increasing sales and customer satisfaction, while also being responsible for the team. I bring over 10 years of experience in design, brand, media and marketing, gained in various companies and projects. My goal is to find innovative and creative solutions, strengthen the brand/service and delight customers. I enjoy working with a committed and dynamic team that is constantly developing and taking on challenges. I am passionate about following the latest trends and technologies in digital marketing and using them in communication.

SENIOR BRAND MANAGER

Datewash GmbH

August 2022 – April 2022

I was working as Senior Brand Manager at Datewash GmbH, a thriving startup company. I mainly was responsible for the creative department, which focused on increasing the brand goals, the development of effective campaigns and oversee content creation initiatives. Also the management of all marketing activities to ensure strategic direction and effective implementation was my responsibility.

CREATIVE DIRECTOR

KAR GmbH

August 2020 – July 2022

Worked as Creative Director at KAR GmbH for over two years and led a comprehensive online project from the idea to the final implementation. I led the creative and communications team and led all marketing activities, budget planning and campaigns to increase digital visibility and conversion and increase brand awareness.

Art Director / Shareholder

Everest Marketing – Communications GbR

December 2017 – January 2021

Co-founded Everest Marketing – Communications GbR, a dynamic startup specializing in marketing and communications solutions. Led a talented team in executing projects for esteemed national and international clients such as Legrand France and Toyota Germany, with a strategic focus on both B2B and B2C communication strategies.

Art Director

Media Cologne Kommunikationsmedien GmbH

May 2012 – November 2017

I started my job at Media Cologne as a graphic designer and was promoted to art director there. Led the creative department in conceptualizing and designing impactful campaigns for diverse clients, including renowned national and international brands. Orchestrated photoshoots, POS marketing initiatives and delivered high-quality artwork that contributed significantly to brand visibility and market presence.

JUNIOR ART DIRECTOR

Media Cologne Kommunikationsmedien GmbH

March 2015 – December 2016

I was elevated to the position of Junior Art Director, orchestrating numerous photo shoots and spearheading the development of creative concepts, with a keen emphasis on CI and CD. Collaborated closely with art and creative directors in preparing winning pitches and ensuring adherence to brand guidelines, fostering enduring client relationships.

Creative Designer

Media Cologne Kommunikationsmedien GmbH

January 2014 – March 2015

I was contributed as a Creative Designer, crafting innovative online and offline designs tailored to diverse client specifications. I was engaged in continuous professional development through internal training initiatives, enhancing proficiency in design programs and methodologies.

Designer / Production

Media Cologne Kommunikationsmedien GmbH

May 2012 – January 2014

I commenced my career journey at Media Cologne, assuming responsibility for POS design within the retail advertising department, serving prominent national clients such as Rewe, Penny Markt und Aldi. Executed designs with precision and creativity, contributing to the visual identity of esteemed brands in the competitive retail landscape.

**DON'T WAIT FOR OPPORTUNITIES.
CREATE THEM!**

EDUCATION

RHEINISCHE FH COLOGNE BACHELOR OF ARTS IN MEDIA DESIGN

(with a focus on marketing)

2007 – 2010

KAISERIN-THEOPHANU-GYMNASIUM ABITUR

(High School Diploma)

1997 – 2006

Ready to elevate
your digital presence
& unlock
new opportunities?

LET'S CONNECT!