

HAKAN SULUN

DIGITAL MARKETING | MARTECH | MARKETING OPERATIONS

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CAREER HIGHLIGHTS

>200% Sales-Qualified Lead Growth | +633% Organic Click Growth | 1,500-User Global MarTech Rollout

PROFESSIONAL SUMMARY

International digital marketing and MarTech professional specialising in B2B demand generation, marketing operations, SEO and global campaigns, with 15+ years in content, communications and marketing. Track record of shaping multi-market strategies, leading MarTech implementations and AI-assisted marketing workflows, and delivering measurable growth. Experienced in team leadership, budget management and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

Global Digital Marketing Specialist, IMCD Group

Jul 2022 – Present

Cologne, Germany

Sole digital marketing lead for the global Advanced Materials business group at IMCD, a €4.8bn speciality chemicals distributor with 5,200+ employees. Scope extended to further business groups in 2026.

- **Demand generation:** shaped and coordinated global B2B campaigns across email, paid media, landing pages and trade shows, contributing to over 200% year-over-year growth in sales-qualified leads (SQLs) in 2025.
- **SEO strategy and delivery:** led SEO initiatives for Advanced Materials web properties, increasing organic clicks by 633% and search impressions by 161% within two years.
- **Global MarTech implementation:** spearheaded the rollout of a digital lead-capture platform to around 1,500 users in 35+ countries, coordinating budget planning, CRM integration and implementation across all business groups.
- **AI-assisted marketing workflows:** developed reusable AI workflows and assets for SEO-focused content, reporting and campaign communications, rolled out to local teams through a shared prompt hub with built-in human review.
- **Marketing automation adoption:** drove adoption of HQ-defined standards across local markets using Salesforce Account Engagement (Pardot), supporting consistent segmentation, campaign execution and lead tracking.
- **Campaign tracking and reporting:** championed improvements in data quality and campaign-to-opportunity traceability to strengthen visibility into marketing's commercial contribution.
- **Global campaign coordination:** coordinated multi-market campaign planning and reporting across global and local teams, contributing to 62% growth in annual campaign creation between 2023 and 2025.

Digital Marketing Specialist – MarTech, Arçelik Global (now Beko)

Jul 2021 – Jun 2022

Istanbul, Türkiye

Managed global MarTech, SEO and digital performance initiatives across 100+ markets, connecting HQ priorities with regional execution.

- **Global SEO and analytics:** led international SEO and analytics initiatives, strengthening organic search visibility and enabling data-driven optimisation.
- **Digital experience innovation:** led cross-functional delivery and CMS integration of interactive landing pages for Beko and Grundig, coordinating business stakeholders, creative agencies and IT teams.
- **MarTech improvements:** coordinated the rollout and adoption of new MarTech platforms from HQ to regional teams with external agencies, standardising tools and processes.
- **Paid media and performance:** ran landing page testing and conversion optimisation to improve paid media returns, and worked with regional teams to standardise performance reporting.

Digital Marketing Executive, ProManage / Doruk

Nov 2018 – Mar 2021

Istanbul, Türkiye

Led marketing operations at a B2B industrial SaaS company, overseeing budgets and team resources.

- **Marketing strategy and delivery:** owned planning and execution across digital campaigns, SEO, website development, public relations and trade shows.
- **B2B demand generation:** built the demand generation framework from the ground up, introducing integrated digital campaigns and processes to enable systematic SQL generation.
- **Website transformation:** directed promanage.com development and SEO strategy, increasing organic traffic by over 100% within six months.
- **Team leadership:** led an in-house marketing team, aligning executive priorities with day-to-day execution and streamlining workflows to improve team efficiency.

Digital Content Manager, NMQ Digital

Aug 2016 – Oct 2018

Istanbul, Türkiye | Three-month assignment in New Jersey, USA

Ran technical content migration workstreams for enterprise website transformations and international teams.

- **Enterprise website migration:** led technical content operations for Hertz's large-scale website transformation, establishing CMS authoring standards, overseeing content implementation and supporting a structured handover.
- **On-site technical coordination:** worked with IBM developers, Hertz's marketing and product teams and senior consultants in New Jersey, providing guidance, training and quality oversight to teams of up to 20 contributors.
- **International content operations:** managed 20,000+ digital assets across enterprise website projects, supporting clients including Hertz, Dorel and Philips Hue.

EARLIER EXPERIENCE

Freelance Copywriter | Innova | 2015–2016

Marketing & Public Relations Specialist | F5 Communications Management | 2013–2014

Web Journalist | Merlin'in Kazanı | 2009–2013

SKILLS

Digital Marketing & Growth: B2B Demand Generation, Global Campaign Management, Email Marketing, Performance Marketing, Paid Search & Paid Social, SEO Strategy, Webinars & Trade Shows, Conversion Rate Optimisation

MarTech & Automation: MarTech Implementation, Marketing Automation, Lead Nurturing, CRM, Lead Management, Generative AI, Prompt Engineering, AI-Assisted Marketing Workflows

Marketing Operations & Analytics: Campaign Governance, Marketing Attribution, Dashboards & KPI Reporting, Audience Segmentation, Data Quality, Campaign Tracking, A/B Testing

Leadership & Management: Team Leadership, Budget Management, Stakeholder Management, Vendor & Agency Management, Training & User Adoption, International Project Management

Tools & Platforms: Salesforce, Account Engagement (Pardot), Google Ads, LinkedIn Ads, GA4, Looker Studio, Google Tag Manager, BrightEdge, Hotjar, Snapaddy, Adobe Experience Manager, Sitecore, ChatGPT, Claude, Microsoft Copilot

EDUCATION

BSc, Economics | Zonguldak Bülent Ecevit University | Türkiye

LANGUAGES

English (C1) | Turkish (Native) | German (A1 certified, A2 in progress)

AWARDS

Golden Spider Web Awards, Türkiye | 3rd Prize, Best IT Industry Website (promanage.com) | 2020