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 lead who specialises in B2B demand generation, marketing operations, SEO, generative engine optimisation (GEO) 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 (Advanced Materials Digital Marketing Lead) — Jul 2022 - Present

IMCD Group | 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-on-year growth in sales-qualified leads (SQLs) in 2025.
- **SEO and GEO:** led SEO for the Advanced Materials websites; organic clicks rose 633% and search impressions 161% within two years. AI-assistant referral sessions to Advanced Materials articles more than doubled in 2026 (January to October, year on year). They now equal 3.4% of the articles' organic search sessions, up from 1.9%.
- **Global MarTech implementation:** led the rollout of a Salesforce-integrated lead-capture platform to around 1,500 users in 35+ countries, from budget and contract to go-live in all business groups, cutting lead entry time by 75%.
- **AI-assisted marketing workflows:** developed reusable AI workflows and assets for SEO-focused content, reporting and campaign communications, rolling them out to local teams via a shared prompt hub with built-in human review.
- **Marketing automation adoption:** brought local markets onto HQ standards in Salesforce Account Engagement (Pardot) for consistent segmentation, campaign execution and lead tracking.
- **Campaign tracking and reporting:** pushed for cleaner data and better campaign-to-opportunity tracking to make marketing's share of the sales pipeline visible.
- **Global campaign coordination:** ran multi-market campaign planning and reporting with global and local teams. This contributed to 62% growth in annual campaign creation between 2023 and 2025.

Digital Marketing Specialist (MarTech) — Jul 2021 - Jun 2022

Arçelik Global (now Beko) | 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 delivery and CMS integration of interactive landing pages for Beko and Grundig with business stakeholders, creative agencies and IT.
- **MarTech improvements:** worked with external agencies to coordinate the rollout and adoption of new MarTech platforms from HQ to regional teams, 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 (Marketing Lead reporting to the CMO) **Nov 2018 - Mar 2021**

ProManage / Doruk | 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 demand generation from the ground up, with integrated digital campaigns and a repeatable process for producing SQLs.
- **Website transformation:** directed promanage.com development and SEO strategy, increasing organic traffic by over 100% within six months.
- **Team leadership:** led the in-house marketing team and reported to the CMO, turning management priorities into day-to-day work.

Digital Content Manager **Aug 2016 - Oct 2018**

NMQ Digital | 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 website transformation, established CMS authoring guidelines, oversaw content implementation and supported the 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, Generative Engine Optimisation (GEO), 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