

HAKAN SULUN

DIGITAL MARKETING MANAGER

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CAREER HIGHLIGHTS

+633% Organic click growth | **100+** Markets covered | **80+** Multi-market campaigns led

PROFESSIONAL SUMMARY

Global digital marketing and MarTech professional with 15+ years across marketing, content and digital, including 10 years in international digital roles. Experienced in B2B demand generation, SEO, marketing automation, conversion optimisation and MarTech transformation across global organisations.

PROFESSIONAL EXPERIENCE

Global Digital Marketing Specialist, IMCD Group

Jul 2022–Present

Cologne, Germany

Lead global digital marketing, demand generation, SEO and MarTech initiatives for a €4.8bn-revenue B2B specialty chemicals distributor across international markets.

- **Led 80+ multi-market B2B digital campaigns**, aligning global strategy with regional execution across audience targeting, channel activation and performance tracking.
- **Increased organic clicks by 633% and impressions by 161%** by defining and implementing the SEO strategy for Advanced Materials web properties.
- **Led evaluation and implementation of AI-enabled MarTech solutions**, improving lead management, data quality and ROI tracking for digital campaigns and tradeshow.
- **Designed and managed global campaign workflows in Salesforce and Account Engagement (Pardot)**, creating reusable campaign templates for local teams to replicate and localise while standardising audience segmentation, lead tracking and reporting.
- **Established global campaign tracking and reporting standards**, aligning business stakeholders, regional teams, IT and external partners around consistent measurement and execution.

Digital Marketing Specialist - MarTech, Arçelik Global

Jul 2021–Jun 2022

Istanbul, Türkiye

Led global MarTech, SEO and digital performance initiatives for a global home appliances group across 100+ markets.

- **Directed global SEO and analytics initiatives across 100+ markets**, improving search visibility, performance measurement and data-driven optimisation.
- **Led rollout and adoption of new MarTech platforms** from HQ to regional teams, standardising tools, processes and data frameworks for scalable execution.
- **Improved paid media ROI through conversion optimisation**, developing and testing landing pages using structured experimentation and performance analysis.
- **Standardised digital performance measurement** cross regional marketing and e-commerce teams to improve campaign and content effectiveness.

Digital Marketing Executive, ProManage / Doruk

Nov 2018–Mar 2021

Istanbul, Türkiye

Owned end-to-end digital marketing for a growth-stage B2B industrial SaaS company, spanning demand generation, performance marketing and website transformation.

- **Led 20+ integrated demand-generation campaigns** across webinars, paid search, content marketing and email to promote SaaS solutions.
- **Generated an average of 5+ qualified B2B leads per month**, building a consistent pipeline that supported sustained year-over-year business growth.
- **Led the transformation of promanage.com**, improving organic traffic by 100%+ within six months and earning 3rd Prize in the Golden Spider Awards for Best IT Industry Website.

Digital Content Manager, NMQ Digital

Aug 2016–Oct 2018

Istanbul, Türkiye | 3-month assignment in New Jersey, USA

Led content and localisation teams at an international digital agency, delivering large-scale website transformation programmes for global enterprise brands.

- **Managed 20,000+ digital assets** across multi-market websites, ensuring quality, consistency and on-time delivery.
- **Led content workstreams for enterprise website migrations**, including Hertz and Dorel, and supported global digital rollouts such as Philips Hue.

EARLIER EXPERIENCE

Freelance Copywriter | Innova | 2015–2016

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

Web Journalist | Merlin'in Kazani | 2009–2013

SKILLS

Growth & Demand Generation: B2B demand generation, campaign strategy, conversion optimisation

Marketing Automation & CRM: Salesforce, Account Engagement (Pardot), Mailchimp, lead management

SEO & Analytics: SEO strategy, GA4, BrightEdge, Semrush, Screaming Frog, Google Tag Manager

Performance Marketing: Google Ads, LinkedIn Ads

CMS & Digital Platforms: AEM, Sitecore, WordPress, TYPO3

EDUCATION

Bachelor of Science in Economics | Zonguldak Bülent Ecevit University | Türkiye

LANGUAGES

English (Full professional proficiency) | Turkish (Native) | German (A1)

AWARDS

Golden Spider Award | 3rd Prize, Best IT Industry Website | 2020