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[buraksenguloglu](#) (LinkedIn)

buraksenguloglu.com/ (Portfolio)

www.linkdijital.com.tr/ (Company)

Top Skills

PHP

REST APIs

Mobile Applications

Languages

German (Elementary)

Turkish (Native or Bilingual)

English (Professional Working)

Certifications

Microsoft 365 Identity and Services

SEO Foundations

Burak Senguloglu

Head of Digital at Link Dijital | Digital Marketing Director

E-Commerce

Istanbul, Türkiye

Summary

As a seasoned Digital Marketing Director with over 11 years of experience and currently Head of Digital at Link Dijital, I blend engineering-honed analytical rigor with creative vision to architect data-driven campaigns, drive business development, and lead high-performance teams toward transformative digital solutions.

My journey began in primary school, where a fascination with the power of the internet led me to build my first HTML pages. Today, I channel that same curiosity into AI-driven tools and PHP development, harnessing automation and intelligent systems to streamline workflows and elevate targeting precision.

I design and implement end-to-end e-commerce strategies for leading platforms such as IKAS, OpenCart, Ticimax, and Shopify, as well as marketplaces like Trendyol, Hepsiburada, and Amazon; leveraging complex integrations, custom API implementations, platform-specific advertising solutions, and granular conversion tracking to ensure measurable growth.

To complement these strategic initiatives, I apply technical proficiency in PHP development and AI automation as supportive elements—enhancing web infrastructure stability, accelerating deployment cycles, and enabling real-time performance optimization without losing sight of creative vision.

As a collaborative leader, I've guided cross-functional teams of up to 15 specialists across design, content, development, and media buying—fostering an environment where operational discipline and creative freedom coexist, and clear KPIs translate into sustained business impact.

Beyond the office, I'm passionate about exploring new cultures—whether traveling across Türkiye or abroad—and draw creative

inspiration from techno music, blogging about digital trends, and hands-on project development. I bring this same energy and dedication to every initiative, committed to driving innovation and excellence in all I do.

If you'd like to get to know me, ask questions, or seek assistance on this career journey I've embarked on, feel free to send an email to iletisim@buraksenguloglu.com.

Experience

Link Dijital

3 years 11 months

Head of Digital

February 2025 - Present (1 year 6 months)

Istanbul, Türkiye

Upon promotion to Head of Digital, I assumed responsibility for a 15-member digital department—spanning account management, creative design, development, media buying, and analytics. My focus shifted toward scaling team capabilities, streamlining agency operations, and embedding strategic growth processes.

- I defined team structure and career paths for 15 professionals, conducted regular performance reviews, and implemented mentorship circles to accelerate skill development and retention.
- I mapped end-to-end workflows (pitch to post-mortem), introduced automations and clear SOPs, and established a centralized dashboard to track project milestones, resource utilization, and deliverables.
- I led internal discovery workshops to capture requirements, then drove the agile development and launch of our proprietary CRM tool—enhancing client onboarding, reporting cadence, and interdepartmental transparency.
- I developed a unified budgeting framework for all digital offerings, balancing investment across channels and ensuring forecast accuracy against quarterly targets.
- I partnered with C-suite and client executives to co-create digital roadmaps, facilitated quarterly strategy reviews, and secured buy-in for new service lines and growth initiatives.

- I cultivated a high-trust environment grounded in open communication, constructive feedback, and collaborative problem-solving—enabling teams to innovate confidently and deliver excellence.

Digital Marketing Manager

September 2022 - February 2025 (2 years 6 months)

Istanbul, Türkiye

In my role as Digital Marketing Manager, I oversaw the planning, execution, and continuous improvement of our agency's SEO, performance marketing, web development, and social media initiatives. As the team lead for six domain specialists, I structured training programs, defined project scopes, and optimized workflows to ensure both consistency and agility across campaigns.

- I designed and delivered tailored onboarding and upskilling programs for SEO analysts, performance marketers, developers, and social media coordinators, deepening their domain expertise and fostering cross-disciplinary collaboration.
- I established standardized project frameworks (from briefing through launch), introduced sprint cadences and review rituals, and reduced handoff friction between content, design, and technical teams.
- I collaborated with finance and senior stakeholders to set, distribute, and monitor campaign budgets across search, social, and display channels—ensuring efficient spend relative to KPI performance.
- I guided high-level campaign roadmaps, from audience segmentation through creative concepts, while empowering specialists to make data-backed optimizations in real time.
- I acted as the primary liaison between client accounts and internal teams, translating business goals into clear deliverables and resolving analytic or creative roadblocks as they arose.

Tier2 Global

Digital Marketing Manager

November 2023 - Present (2 years 9 months)

Dubai, United Arab Emirates

As Digital Marketing Manager at Tier2 Global—an AGI Global and Link Dijital sister company—I oversee end-to-end delivery of digital marketing services for Middle Eastern clients, exporting our Turkey-based expertise to new markets. Working with a compact, agile team, I translate regional business objectives into scalable digital solutions that drive brand reach and engagement.

- I crafted tailored marketing roadmaps for IT and technology clients, aligning campaign objectives with local market insights and cross-border growth goals.
- I adapted Link Dijital's best practices for the Middle East market, ensuring cultural relevance in messaging, channel selection, and creative direction.
- I manage and mentor a distributed team of specialists—covering performance advertising, SEO, and social media—establishing clear communication protocols and weekly syncs to maintain alignment and momentum.
- I allocate and optimize multi-platform budgets across search, social, and display channels, leveraging AI-driven analytics to refine targeting and maximize ROI.
- I facilitate knowledge exchange between Tier2 Global, AGI Global, and Link Dijital, standardizing processes and sharing insights to elevate service quality across our group.

itopya.com

Digital Marketing Manager

June 2019 - September 2022 (3 years 4 months)

Istanbul

Itopya is one of Turkey's foremost computer retail chains and e-commerce platforms. When I joined, I was the sole digital marketer; by the time I departed, I was leading a six-person digital team and had played a pivotal role in founding a nine-member social media and video production unit.

In this capacity, I owned the end-to-end digital marketing roadmap—from strategic planning through execution and performance analysis—across channels including SEO, SEM, performance advertising, web management, and corporate communications.

- I scaled our digital marketing function from a one-person operation to a structured six-member department, and co-spearheaded the recruitment and onboarding of a nine-person social media and video production team.
- I devised and implemented integrated campaigns covering on-page SEO, off-page link-building, paid search, display advertising, and email marketing—ensuring alignment with broader brand and sales objectives.
- I introduced software-driven process tracking to standardize project workflows, streamline approvals, and improve cross-department visibility.
- I served as the bridge between digital, merchandising, and IT teams, translating business requirements into technical specifications and resolving analytic or operational roadblocks.

- I established KPI frameworks and reporting dashboards, enabling data-driven optimizations that enhanced user engagement, reduced bounce rates, and improved conversion efficiency.

E-GameShop

Digital Marketing Specialist

September 2017 - April 2019 (1 year 8 months)

Istanbul

I joined E-GameShop as the sole Digital Marketing Specialist, operating fully remote to establish and optimize the company's e-commerce presence. In this capacity, I architected end-to-end digital workflows—covering on-page and off-page SEO, performance advertising, web management, and design coordination—to drive initial traction and sales momentum.

With the subsequent launch of the Istanbul office, I transitioned on-site to lead our local digital efforts. I defined the department's structure, onboarded new team members, and implemented standardized processes to ensure seamless collaboration between headquarters and the new branch.

- I built and documented scalable digital playbooks that allowed smooth handoff from a one-person remote operation to a cohesive office team.
- I introduced clear SOPs for campaign planning, asset approvals, and performance reporting, reducing project turnaround times.
- I coordinated between Ankara's retail leadership and Istanbul's digital team, translating business goals into precise digital requirements.
- I launched and iteratively refined paid search and display campaigns using A/B tests, improving click-through rates and conversion flows.
- I collaborated with designers to implement UI/UX enhancements and with developers to maintain web performance and analytics integrity.

4K METAL MAKİNA MÜHENDİSLİK İNŞAAT SAN. TİC. LTD.ŞTİ.

Intern

June 2017 - August 2017 (3 months)

Hatay, Turkey

During my mechanical engineering internship, I supported both core product-management activities and several digital marketing projects, gaining early exposure to cross-functional workflows.

- I assisted in preparing technical documentation and market analyses using Microsoft Excel, Word, and PowerPoint.

- I collaborated on the company website's content updates and basic layout adjustments to enhance usability.

Fiverr

Search Engine Optimization Consultant

July 2014 - May 2017 (2 years 11 months)

As a freelance SEO consultant, I partnered with clients across industries to craft and execute data-driven optimization strategies. My services encompassed technical audits, keyword research, on-page and off-page optimization, and content planning—empowering businesses to improve organic visibility and user engagement.

- I maintained a 5.0-star client rating across 37 reviews, demonstrating consistent delivery of high-quality work.
- I achieved 100% on-time delivery, ensuring project deadlines were met without exception.
- I exported digital marketing expertise to 8% of global markets, including the United States, Germany, the UK, and Saudi Arabia.

Education

İskenderun Teknik Üniversitesi (İSTE)

Bachelor's degree, Mechanical Engineering

Anadolu Üniversitesi

Associate's degree, Public Relations, Advertising, and Applied Communication