

## **BURAK BAKAY**

e-mail: [www.burakbakay.com/iletisim/](http://www.burakbakay.com/iletisim/) - web: [www.burakbakay.com](http://www.burakbakay.com)

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## **PERSONAL**

Marital Status: Married. Driving License: Class B (Since 2002)

Military Service completed

No health problems. Non-smoker. Non-drinker. Licensed mountain biker

## **EDUCATION**

2002 - 2006: Bilkent University, Department of Economics (Full Scholarship)

1999 - 2002: Samanyolu Science High School (Full Scholarship)

733. Position overall in Turkey (Total of 1.5 million admission) , University Entrance Exam of 2002 (OSS)

241. Position overall in Turkey (Total of 0.5 million admission), High School Entrance Exam of 1999 (LGS)

Highest Ranking in Primary, Secondary and High School

## **EXPERIENCE**

**2008...**(Continuing) : Ülker (Yıldız Holding) Digital Marketing, Project Manager

Managing Digital Marketing projects and agencies of 10 billion TL sized, Turkey's third biggest group company with 500 domain names and 100 web sites, server and backup management of these web pages which were visited more than 30 million in 2010, administration of consumer database sized 2 million and e-mailings, detailed traffic analysis and improvements, ensuring all web sites certify "Minimum Web Requirements", creating & updating "Minimum Web Requirements" document, monthly 'Interactive Trend Report' sent to top executives and marketing staff, support to Media Planning on banner and digital ad efficiency issues for maximum ROI, consumer relations integration, presence in social media with over 2.000.000 total fans, developing new projects (Supplier Portal, Biz.Ulker Intranet, Google Workshop, Live Video Broadcast of Internal Conferences, SEO – Search Engine Optimization, SEM – Search Engine Marketing, central statistics gathering, Social Media Monitoring, Interactive Gaming platforms, Mobile marketing...)

**2008:** Sintel Türkiye, Marketing Director

Establishment of reseller network in Turkey of a multinational VoIP Gateway Distribution company based in France, management of e-marketing in Turkey and Business Development and synchronization with other locales.

**2007:** İnteraktif Software, Founder & Managing Partner

Managing both traditional and e-marketing activities of Tübitak certified education software company, Business Development with IT and customers

**2004:** Warnerblade New Media, Founder & Director

Web design, management of social network which is active on photograph and video production, ensuring professional projects to succeed and organizing activities: [warnerblade.com](http://warnerblade.com) had 4 million views to date

## **ACHIEVEMENTS**

Creating, producing, finalizing and managing dozens of web sites under Ülker, Sintel, İnteraktif Software and Warnerblade roof which reached millions of visitors overall

First prize of 50.000 TL with 2.4 million hit count and 'Best Ad' prize among 89 competitors in an online video advertisement competition held by Yenibiris.com and Hürriyet. (News featured on popular media such as Hürriyet, Mynet, Marketing Türkiye...)

Rankings on several licensed chess, taekwondo and mountain biking regional cups

## **LANGUAGE & COMPUTER**

Native fluency in Turkish, Fluent in English, Beginner in German

Proficiency in Microsoft Office 2010 (Word, Excel, Access, PowerPoint, FrontPage, Outlook), Adobe Creative Suit 5

(Photoshop, Dreamweaver, Premiere Pro...), Multimedia applications and dynamic web 2.0 scripts, CMSs  
Familiar with Web, Java Applications, Photo and Video Editing programs  
Familiar with technical areas such as PHP, .NET, HTML, CSS, MySQL, PhpMyAdmin, Basic programming languages (Pascal, Basic, C+), SSH, Server Management, Unix OS, SAP and ERP integration, CRM, eCRM  
Typing of at least 80 words per minute, Experienced in Linux and all Windows OS  
Expert on Web Applications and Internet Technologies, Social Media, Site Optimization and Search Engines (SEO)

## **COURSES & TRAINING**

**Favorite Courses:** Contemporary Issues in Turkish Economy, Fundamentals of Marketing, International Marketing, International Economics, Corporate Finance, Investment Analysis, EU Integration, Interpersonal Communication  
**Training:** Emotional Intelligence, Relationship Management, Communication Skills, Project Management, Writing a Successful Brief and Communicating with Agencies, Mynet Web School (SEO, E-mailing, Networks, IPTV...)

## **EVENTS**

DigitalAge (Featuring Chief Digital Officer at Ogilvy Group Patou Nuytemans & writer of Socialnomics Erik Qualman)  
New Media Order (Ft. Wired editor-in-chief Chris Anderson & Marketing Guru Seth Godin)  
Ülker Digital Day Workshop 2010 (Ft. Proximity Digital World Leader Reza Ghaem-Maghani)  
Turkcell Academy 2010 (Ft. Obama's Digital Campaign Leader David Plouffe)  
Publicis Modem Turkey Launch (Ft. Publicis Modem Worldwide CEO)  
9<sup>th</sup> Informatics Summit Meeting (Ft. Media Futurist Gerd Leonhard)  
Interactive Marketing Summit, Webrazzi, Cebit Eurasia, Tedxistanbul, Intense Interactivity...

## **ACTIVITIES & WARNERBLADE**

Founder and Director of the group 'Warnerblade'. Group web site warnerblade.com is viewed 4 million times  
Editor of 'Warnerblade-Magazine' and administrator of 'Warnerblade Forum' (1300 members)  
Writer of 3000 blog posts on warnerblade.net, Editor of 200.000 posts on warnerblade forum  
Director and Producer of 100 videos under warnerblade (Reached hundreds of thousand views overall)  
'Kimse Yok Mu' Charity Organization volunteer, organizing donations, Digital Marketing Consultant  
Bilkent University Outdoor Sports Community (DOST - founded by Nasuh Mahruki), Bike Club  
Organizing nationwide bike tours and documenting these with writings, photographs & videos  
Production of first extreme mountain biking videos in Turkey  
Warnerblade has been one of the most active groups among national universities, that produce photographs, essays, videos and short films

## **HOBBIES**

Designing, building, coding, managing of over 40 personal web sites reaching millions of views  
Extreme mountain biking (licensed), outdoor sports, taekwondo, amateur photography, short films, writing  
(Information and samples related to these hobbies are showcased at blog & website [burakbakay.com](http://burakbakay.com))

\* Most numbers (Traffic, member, result... data) are not exact numbers but recent approximates

## **Case Studies**

### **Traffic Standardization of All Holding Sites**

There was little traffic data on early 2008 about all Holding sites and agency was using Statcounter which is a priced service, less detailed and had errors. Instead, free, continuously enhancing, faster and more reliable Google Analytics (GA) is implemented on all sites at all pages. Even onpage actions are recorded via GA to see detailed user movements on site. Now, all 100 Holding site has GA and Interactive Communications Department (ICD) received over 100 million GA data to evaluate even a single user. With this data, ICD had analyzed the total number of visits, page views, unique visitors, which keywords incoming visitor had searched, what time does a visitor spend on our site from a certain advertised site and even set KPI goals to record conversion rates to calculate ROI and overall performance of the web campaign. Calculating the performance and quality of incoming traffic helped the media department to eliminate sites with less targeted traffic therefore increasing total customer experience. Data on sites showed which ads and products perform better and which keywords are searched more, meaning a continuous market research on every major site is executed. ICD gave restricted access to brands and agencies to help them understand the movements and reactions of the consumer viewing the web page. Brand managers in marketing can also be briefed if their real target audience was on the site from engagement levels. Top 10 best performing sites are published via monthly Interactive Trend Report to most executives and all marketing team meanwhile more detailed and in-depth analysis are done internally and between departments/brands/companies.

### **Holding Information Technology Company Web Sites**

Project management of exper.com.tr, xcellerator.com.tr, datateknik.com.tr, gi.com.tr, mersasistem.com.tr (on approval) included renewing, integrating with ERP systems such as Workcube, SAP, CCS (Central Communication System) and centralized membership. IT Group Company sites (less than 10) had reached half of all Yıldız Holding (YH) sites' (100) traffic. Especially exper.com.tr solely reached 11 million visits and 17 million pageviews. As IT Group Companies attract more computer-savvy consumers and budget spent on online ads increased, search engine optimization and banner plan efficiency adjustments became crucial. IT sites were built from scratch by keeping SEO on mind as half of all YH traffic comes from Google. These sites played a leading role on interactive technology of YH sites by including cutting edge features such as web2phone applications enabling users to connect via web page to a call center salesperson in a click, pre-ordering, B2B modules, ERP integrations, online warranty checks, interactive applications such as building your own performance pc online and ordering it directly. These features immensely exceeded user expectations from technology companies' sites, helped to decrease call center costs and increased sales directly by opening the door to a new e-sales channel and indirectly by promoting services and products at a ahead of market scale.

### **Minimum Web Requirements**

A document to address important points, modules, phases and restrictions need to be applied on all stages of web production is built and updated on a regular basis as the interactive technology changed. This document made it clear to agency that ICD has control and knowledge over all kinds of detailed technical information as well as legal restrictions and YH-wide requirements. Minimum web requirements (MWR) is presented to agency even before the procurement is finalized to specify what kind of a service and level of quality web project ICD is expecting. MWR has detailed documentation ranging from coding guidelines, flash optimization, legal issues, where and how to place logo & visuals on web site, API integrations (CCS and central membership), search engine optimization, hosting, backup management, contact page details and checks, user experience improvements, error-free accessibility on all browsers and all mediums including mobile. These guidelines are then tested throughout the production phase numerous times to alert agency about incomplete points and to provide a solid web project in terms of both user experience and technical ground. It is declared on legal 'Web Project Agreements' signed by both sides (Agency and YH) to build the site according to most up-to-date MWR otherwise the project might not get approved, therefore payment cannot be made. This legislation made sure agencies performed their best on MWR and it inevitably resulted in improving every single web project that ICD handled.