Salih Açıkgöz

Digital Marketing & E-Commerce Marketplace Specialist

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with over 4 years of end-to-end campaign management experience in multi-channel performance marketing (Meta, Google, TikTok, Yandex) and e-commerce marketplace operations. Ran ad campaigns for 100+ companies across 22+ sectors. Specialized in Meta CPAS (catalog integrations for Trendyol and Hepsiburada, Turkey's leading e-commerce marketplaces), lead generation, ROAS-driven budget optimization and data-driven growth strategies. Brings software and AI know-how into marketing work.

WORK EXPERIENCE

BrotherHustle December 2024 – Present

Digital Marketing Specialist

- Designing and managing performance marketing strategies on Meta, Google, TikTok and Yandex for portfolio brands.
- Building and running Meta CPAS from scratch for brands with no prior CPAS ads: **₺92M revenue on a ₺5.6M budget, 16.4x ROAS** across 68 active accounts (Meta data, 2024–2026).
- Lowering CAC and hitting ROAS targets through budget allocation, audience analysis and A/B testing.
- Planning creative concepts and AI-assisted ad visuals aligned with brand goals.

Deniz Egece Enstitü September 2022 – September 2024

Digital Marketing Specialist

- Ran multi-channel (Meta, Google, Yandex) ad strategies for online courses, seminars, publications and services.
- Built high-volume lead generation funnels and increased form conversion rates.
- Managed brand awareness and qualified traffic with Google Search and Yandex Direct.
- Analyzed CPA, CTR and CPL metrics and prepared weekly and monthly optimization reports.
- Managed marketplace operations on Trendyol, Hepsiburada, Çiçeksepeti, N11 and Amazon.
- Built and managed corporate websites with WordPress; took an active role in the company's digital transformation.

FEATURED PROJECTS

CPAS Türkiye	Meta CPAS, store optimization and sales-driven ad consulting for e-commerce sellers (cpasturkiye.com).
Hazume	Online ordering platform where homemakers sell the meals they cook at home to people nearby.
Brand Consulting	Catalog integration, CPAS ads and listing copy optimization on Trendyol and Hepsiburada for e-commerce brands.
Web & Mobile	Deep Cafe website; FBSM website and mobile app; corporate WordPress sites.

EDUCATION

Artificial Intelligence · Master's (Thesis) 2026 – Ongoing

Istanbul Topkapı University

AI-Assisted Coding · Associate Degree 2026 – Ongoing

Anadolu University, Open Education Faculty

Business Informatics · Bachelor's 2018 – 2022

Akdeniz University — GPA 3.70/4.00, ranked first in the department

SKILLS & TOOLS

Ads & Analytics	Meta CPAS, Meta Ads Manager, Google Ads, TikTok Ads, Yandex Direct, GA4, Meta Pixel & CAPI, Google Tag Manager
Marketplaces	Trendyol Partner Panel & API, Hepsiburada Merchant Portal, Çiçeksepeti, N11, Amazon
AI	Claude, Gemini, Perplexity, Midjourney, DALL-E, Adobe Firefly, Runway, Kling, Veo, Suno, Claude Code, Antigravity, Prompt Engineering
Design & Creative	Photoshop, Premiere Pro, Adobe XD, CapCut
Web & Software	WordPress, Firebase, HTML/CSS, JavaScript, PHP, Python, SQL, Java/Kotlin, C#

CERTIFICATES & LANGUAGES

Certificate	Machine Learning Operations 101 (MLOps)
Languages	Turkish (native) · English (professional working proficiency)