



## CONTACT ME

+966 55 430 0355

info@ahmadkoch.com

[www.ahmadkoch.com](http://www.ahmadkoch.com)

Istanbul, Turkey

Damascus, Jan 1995

## EDUCATION

### Banking & Finance Bachelors

Necmettin Erbakan University

2015 - 2019

### Economics

Istanbul University

2017 - 2019

### Marketing Diploma Course

Dr. Ehab Mesallum

2023 - 2024

## SKILLS

- Problem Solving
- Communication
- Outsourcing Management
- Data Analysis
- Team Collaboration
- E-mail Marketing

# Ahmad Koch

## Marketing Specialist

Digital marketing and project management professional with over 4 years of experience across various industries. Skilled in developing digital marketing strategies, managing online sales teams, and performance analysis.

## WORK EXPERIENCE

Digital Marketing Manager

Feb 2022 - Mar 2023

### Bianca Nera Group | Turkey, Kuwait

- Spearheaded the development and execution of comprehensive digital marketing strategies, leading to a 200% increase in online sales.
- Conducted in-depth market analysis and competitor benchmarking to identify growth opportunities.
- Managed multi-channel advertising campaigns, optimizing performance to achieve a 50% reduction in customer acquisition costs.
- Developed and trained a high-performing online sales team, implementing CRM systems (Umnico / Bittrex24) to enhance productivity and customer relationship management

Digital Channels Specialist

Jan 2020 - Feb 2022

### Albaraka Türk Bank | Turkey

- Contributed to the digital transformation of banking services, including the successful implementation of the "Become a Customer Remotely" project.
- Conducted feature analysis and competitor comparison, recommending and implementing enhancements to mobile banking applications.
- Executed localization projects, ensuring that digital platforms were culturally and linguistically tailored for Arabic-speaking customers.

Assistant Marketing Manager

June 2019- Dec 2019

### Sky Marketing | Turkey

- Monitored the sales team and discussed strategies to improve conversion rates.
- Created performance reports and provided insights for improvement.
- Collaborated with the marketing manager to develop and execute marketing strategies.

Sales Representative

Aug 2012 - May 2013

### Travel Mate Corp | Saudi Arabia

- Engaged with customers in the Dammam showroom, providing exceptional service and support.
- Offered personalized product recommendations to meet customer needs.
- Efficiently managed sales transactions and resolved customer inquiries.

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## PLATFORMS

- Digital Marketing Tools:** SEMrush, Google AdWords, Google Analytics, \* Facebook Business Manager
- E-commerce Platforms:** Magento, WordPress, Shopify, Salla
- Customer Relationship Management (CRM) Tools:** Zoho, Bittrex24, Monday.com, Umnico
- Accounting Software:** Ocean, Alameen
- Social Media Platforms:** Facebook, Instagram, Twitter, LinkedIn
- Content Management Systems (CMS):** WordPress

## LANGUAGES

Arabic (Native) - English (Advanced) - Turkish (Advanced)

## ACHIEVEMENTS

- Awarded Certificate of Appreciation from Al Baraka Turk Participation Bank for participating in the website renewal project.
- Recognized for successful completion of the "Become a Customer Remotely" initiative at Al Baraka Turk Participation Bank.
- Commended by Bianca Nera management for effectively managing and directing the contracted programming company for the E-Commerce store built using Magento CMS.

## REFERENCES

### Selma Ulukır

Albaraka Türk Bank / Manager

**Phone:** +90 555 541 71 70

**Email:** Selmaulukir@gmail.com

### Abdullah Bakira

Bianca Nera Group | GM Turkey

**Phone:** +90 536 026 97 57

**Email:** Abdullah.aydin@bianca-nera.com