

Gokhan Agarer

Growth Marketing Manager | Performance Marketing, CRM and Marketing Analytics

Permanent resident in Germany with full work authorization, no visa sponsorship required, available immediately.

10589 Berlin, Germany | +49 172 448 75 81 | gokhanagarer@gmail.com

linkedin.com/in/gokhanagarer | gokhanagarer.com | github.com/gokhanagarer

SUMMARY

Growth marketing manager in B2B fintech and D2C ecommerce, based in Berlin. I own the budget, the channels and the data behind them. At PayTR I managed a €2.5M+ annual marketing budget, lifted offer to active merchant conversion from 32% to 44%, cut blended CAC 14% and halved brand search cost per conversion. At Sosyopix I cut marketing cost from 4.3% to 3.4% of GMV and turned an overlooked product into the #1 seller. I work closely with sales, finance and management, and I build the reporting, automation and AI tools behind my decisions, from a transaction level margin model to a customer insight platform for the board.

AREAS OF EXPERTISE

Performance Marketing and Paid Media | Budget Management and Forecasting | Website Management and CRO | SEO and Content Marketing | Tracking and Marketing Analytics | CRM, Retention and Lifecycle Marketing | Marketing Automation | Profitability and Margin Analysis | Experimentation and A/B Testing | B2B Lead Generation and Sales Enablement | Stakeholder Management | AI Agents and Data Pipelines

WORK EXPERIENCE

Digital Marketing Manager

PayTR | Berlin, Germany (remote) | October 2024 to August 2026

Fintech providing online checkout and in store payments to SMEs and merchants (B2B).

- **Performance marketing and budget management:** Owned a €2.5M+ annual marketing budget for B2B demand generation and customer acquisition across paid search (Google Ads), paid social (Meta Ads, LinkedIn Ads), programmatic and partner channels, from planning and forecasting to reallocation between channels. Delivered 2025 within 0.3% of plan and cut blended CAC 14% (Q1 to Q4 2025), mainly by raising activation instead of buying more leads. Built an AI agent on the Google Ads API that reviews search terms and proposes negative keywords, while budget and launch decisions stay with the team.
- **Funnel and activation:** Made activation, not lead volume, the main KPI and worked the lead to merchant funnel cross functionally with sales. Lifted offer to active merchant conversion from 32% to 44% (Q4 2024 vs Q4 2025), so new active merchants grew 49% on only 8% more offers. Grew leads 40% year over year while lead to new merchant conversion held at 28%.
- **CRM, retention and lifecycle:** Built a profit weighted RFM(T) segmentation in DAX that scores every merchant into tiers from strategic to dormant. Used it to steer budget and to run lifecycle email journeys in Dengage for each tier, so retention effort went to the merchants who create the most margin.
- **Website management, SEO and content:** Owned the WordPress website and technical SEO. Designed landing pages in Figma and launched the Finance Glossary and PayTR Akademi content hubs. Organic leads from content pages nearly doubled (+95%, Q4 vs Q4), organic clicks rose 38% and average position improved from 7.0 to 5.0; brand search cost per conversion fell 52%.
- **Profitability and margin analysis:** Built a Power BI and DAX semantic model (composite, DirectQuery to Analysis Services) that shows Finance the margin of every transaction: payment volume, take and net rate, bank and partner cost. Trained the CFO and management team to use it as self service for commercial decisions. Designed commission rate test scenarios (volume limits, MCCs, expiry terms) to measure the trade off between introductory pricing and long term margin.
- **Tracking, analytics and reporting:** Owned Google Tag Manager, the data layer and GA4 server side tracking, with GDPR consent management, so paid, organic and CRM results and cross channel attribution were measured on one setup. Replaced manual reporting with an automated pipeline from platform APIs into BigQuery, queried in SQL and shown in Looker and Power BI dashboards.
- **Marketing automation and sales enablement:** Ran n8n workflows connected through APIs and webhooks for lead enrichment, CRM sync and recurring reports. Built target account lists for outbound sales: found businesses using competitor payment providers with Apollo, PublicWWW and ZoomInfo, enriched them with company and contact data and handed them over ready for outreach.
- **AI customer insight:** Built a Voice of Customer platform solo that reads 50K+ posts on PayTR and 9 competitors every day. A four stage Python pipeline with a three agent CrewAI crew and Gemini classifies sentiment and 14 themes into a PostgreSQL star schema and a Power BI model with 44 DAX measures, which feeds board level summaries and true share of voice.
- **Stakeholder management:** Worked cross functionally: partnered with Finance on margin and pricing, with Sales on target accounts and lead handoff, and with management through budget reporting and board level customer insight.

Digital Marketing and Growth Specialist

Sosyopix | Istanbul, Turkey | August 2023 to October 2024

D2C ecommerce brand for personalized photo products (B2C).

- **Product and unit economics:** Mined SKU level data (revenue share, units, orders) in SQL and Python and found an underused product, the classic photo print. Grew it from 7.5% to 16.5% of store revenue and made it the #1 product by orders, overtaking the product that had led every month since I joined. Orders +145% year over year vs +14% for the store, and a 71% incrementality lift over a control product (hypothesis test, $p < 0.01$).
- **Budget efficiency:** In my first 12 months, cut marketing cost from 4.3% to 3.4% of GMV (marketing efficiency ratio, MER, from 23x to 29x), CAC from 11% to 9% of AOV and discounts from 18.2% to 16.3% of GMV, and moved Google from 35% to 48% of ad spend.
- **Campaigns and turnaround:** Built the World Photography Day campaign around multi pack bundles: orders 2.3x, new buyers 1.8x, conversion 4.7% to 6.3%, and 1.33 TL of GMV for every extra TL of discount and ads. Turned store orders from 7% down year over year to 6% up.
- **Paid media and CRO:** Grew Google Ads conversions 44% year over year while Google ROAS rose 33%, higher in 11 of 12 months. Ran Meta Ads and Criteo alongside, with A/B tests on creatives and landing pages.
- **CRM and retention:** Owned the CRM and CDP (Insider) end to end as lead admin and built every push, SMS and email campaign on SQL segments. Ran cohort, RFM and customer lifetime value (CLTV, LTV) analyses in Python to target repeat buyers; August 2024 was the best month since 2016 on conversion (5.0%) and repeat share of orders (69%).
- **Tracking and dashboards:** Owned Google Tag Manager, pixels, the data layer and SaaS vendor API integrations, and built Power BI and Looker dashboards for the team.

Founder

Verintra Digital | Berlin, Germany (remote) | June 2022 to present, alongside full time roles

- **Consultancy:** Paid media management, performance audits, GA4 and Google Tag Manager implementation and dashboard automation for SMEs and mid sized companies across sectors.
- **Verintra Feed Optimizer (app.verintra.com):** Built solo end to end a product feed SaaS for many tenants on Next.js, Prisma and MySQL. It connects any store (Shopify, WooCommerce, Magento, BigCommerce or any XML, CSV, JSON or Sheets URL), checks 30+ feed health rules, enriches products with Gemini, scores each from 0 to 100 and publishes compliant feeds to Google Shopping, Meta, TikTok, Criteo and price comparison engines, with Google Merchant Center submission and per SKU GA4 readback.
- **Analytics backend:** The product's reporting runs on an ELT stack: app data from MySQL, product feeds and GA4 events land in BigQuery, dbt models (staging, intermediate and mart layers with data quality tests) build the feed health and per SKU performance reporting, and Apache Airflow schedules the runs.

EDUCATION

- **MSc International Marketing and Business Development**, Marmara University, Istanbul, Turkey | 2022 to 2025
- **BA English Language and Literature**, Istanbul University, Istanbul, Turkey | 2013 to 2019
- **AI Development Module**, Veri Analizi Okulu with Marmara University, METU, Boğaziçi University and Istanbul Technical University | October 2025 to June 2026

CERTIFICATIONS

- **Building with the Claude API**, Anthropic | June 2026
- **Digital Marketing B2B**, Udemy | January 2026
- **Google Analytics 4 and Google Ads (Search, Display, Video, Apps, Measurement)**, Google Skillshop | October 2022
- **Content Marketing**, HubSpot Academy | November 2022

LANGUAGES AND TOOLS

- **Languages:** English (C2), German (A2, Integrationskurs in progress), Turkish (native)
- **Also worked with:** HubSpot, Braze, Tableau, TikTok Ads, Microsoft Ads, DV360, RTB House, Firebase, Adjust, AppsFlyer, Vertex AI