SEREN ORUC

Product & Brand Marketing Professional

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PROFESSIONAL SUMMARY

Marketing professional with 6+ years of experience in product and brand marketing, integrated campaigns, business development and cross-functional project management across international B2B and B2C environments. Experienced in go-to-market strategy, brand positioning, strategic partnerships and commercial growth initiatives. Combines creative communication with analytical thinking and business understanding, with experience spanning technology solutions, financial products and premium consumer brands.

CORE COMPETENCIES

Product & Brand Marketing: Go-to-Market Strategy, Product Launches, Brand Positioning, Value Proposition Development, Brand Repositioning

Marketing & Growth: Integrated Marketing Campaigns, Growth Marketing, Brand Awareness, Customer Engagement, Digital Marketing, Campaign Performance Analysis

Strategy & Business: Market Research, Competitive Analysis, Business Development, Strategic Partnerships, Market Expansion

Project & Stakeholder Management: Cross-functional Collaboration, Marketing Project Management, Stakeholder Management, Creative Development, Team Recruitment

PROFESSIONAL EXPERIENCE

Tavex AB | Stockholm, Sweden

Communications & Marketing Executive
June 2023 – Present

- Led integrated marketing campaigns across digital and traditional channels, including outdoor advertising, print media, radio, social media, email and web, managing creative development, messaging and campaign execution.
- Managed marketing activations within strategic partnerships and sponsorship agreements, developing brand awareness initiatives and customer engagement campaigns across multiple channels.
- Developed and executed a year-long radio and music marketing initiative featuring four original song releases to strengthen brand visibility and customer engagement.
- Supported **3.5x growth** in a business line through targeted marketing campaigns and customer engagement initiatives.

- Led brand repositioning initiatives across multiple business lines, conducting competitor and internal process analysis to refine brand identity, customer messaging and marketing materials.
- Led the go-to-market strategy and marketing launch of a new brand, covering brand positioning, value proposition development, customer communication and integrated campaign execution.
- Supported geographic expansion into Malmö and Gothenburg by coordinating localized marketing campaigns, launch communications and brand visibility initiatives.
- Coordinated cross-functional marketing activities spanning SEO, social media, email marketing, website development and internal communications, aligning marketing execution with business priorities.
- Led recruitment for the marketing team, managing candidate screening, interviews, shortlisting and hiring decisions, while supporting recruitment processes across other departments.

Marketing Specialist
July 2022 – May 2023

- Executed digital marketing activities across website, social media and email channels, supporting brand visibility and customer engagement.
- Developed marketing content, promotional materials and product communication for multiple business lines.
- Coordinated campaign execution and customer-facing communication with sales and operations teams.
- Monitored website and campaign performance to identify optimization opportunities and improve marketing effectiveness.

AIESEC in Sweden | Stockholm, Sweden

Global Account Manager & Business Development Manager
August 2021 – July 2022

- Managed corporate accounts and partnerships with major international companies operating in Sweden, maintaining stakeholder relationships and coordinating collaborative projects.
- Oversaw project communication and coordination between corporate partners and internal teams, ensuring alignment on project requirements, timelines and deliverables.
- Supported business development and partnership growth by identifying collaboration opportunities, strengthening existing accounts and facilitating cross-functional project execution.

Kronnika RPA (Robotic Process Automation) | Istanbul, Turkey

Account Manager
March 2021 – August 2021

- Managed B2B customer relationships, serving as the primary communication link between clients, technical teams and commercial stakeholders.
- Identified customer requirements and coordinated the development of tailored process automation solutions.
- Supported account development and customer retention through ongoing stakeholder management and client communication.

Growth Marketer
August 2020 – February 2021

- Developed and executed B2B growth marketing initiatives to increase awareness and demand for robotic process automation solutions.
- Created marketing campaigns and content supporting product positioning, lead generation and customer acquisition.
- Conducted market research and competitor analysis to identify growth opportunities and support business development activities.
- Collaborated with commercial teams to align marketing initiatives with lead generation and sales objectives.

Otokoc Otomotiv | Istanbul, Turkey

Quality Systems & Process Management – Innovation Intern
September 2020 – January 2021

- Supported the end-to-end coordination of an internal entrepreneurship and innovation program, working closely with senior management and employee-led project teams throughout the development process.
- Facilitated communication between project teams and senior stakeholders, contributing to project development, presentation materials and final deliverables.

ADDITIONAL LEADERSHIP EXPERIENCE

AIESEC in Istanbul West | Istanbul, Turkey

Branch Manager
February 2019 – January 2020

- Led an organization of 200+ young people, managing an 8-member executive board and overseeing strategic direction, team performance and organizational development.
- Held overall responsibility for branch operations, financial management and legal compliance, ensuring effective governance and organizational performance.
- Directed business development, external partnerships and strategic planning initiatives, aligning teams and resources with organizational goals.

EDUCATION

Yildiz Technical University | Istanbul, Turkey
Bachelor's Degree in Business Administration
Graduation: February 2022

Thesis: The Impact of Digital Transformation on Institutions

TOOLS & TECHNOLOGIES

Google Analytics | SEMrush | WordPress | Adobe Creative Suite | Canva | Email Marketing Platforms | Social Media Management Tools | AI-Assisted Content Creation

LANGUAGES : **Turkish** – Native **English** – C1 **Swedish** – B1