

Yakup Osman

Performance Marketing Specialist

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Professional Summary

Performance Marketing Specialist focused on driving scalable growth through funnel design, experimentation, and data-driven decision making. Experienced in identifying growth levers across acquisition, conversion and monetization by combining performance data, audience insights and cross-functional collaboration.

Experience

Turkish Airlines – Istanbul, Türkiye

Performance Marketing Specialist

Sept 2025-Present

- Drive growth strategy across international markets by identifying and prioritizing acquisition and conversion levers based on demand signals, route performance and user behavior.
- Design funnel structures and audience strategies to improve conversion efficiency and incremental revenue contribution rather than ad-level optimization.
- Lead experimentation mindset across paid media and landing flows, using GA4 and Adjust insights to identify drop-offs, test hypotheses and scale winning patterns.
- Support growth of Turkish Airlines Holidays by aligning seasonal demand, channel mix and funnel logic to maximize incremental bookings.
- Translate performance data into growth recommendations shared with product, revenue and agency teams, influencing roadmap and optimization priorities.

Strategic Partnerships Specialist

Sept 2024-Sept 2025

- Acted as a strategic contributor in scaling affiliate channel revenue by defining partner monetization strategy, performance priorities and expansion roadmap across key regions.
- Contributed to multi-fold growth of the affiliate channel by defining performance-driven partner strategy, expansion priorities and scalable monetization frameworks.
- Analyze performance trends across routes, markets and audiences using GA4 and Adjust to identify conversion drop-offs and optimization levers.
- Designed segmentation and offer strategies to increase conversion and upsell potential without dependency on discount-led growth.
- Supported outbound growth in APAC markets by improving funnel continuity between traffic sources and landing experiences, contributing to double-digit YoY uplift.

Turkcell – Istanbul, Türkiye

B2B Partnerships Coordination Specialist

July 2024-Sept 2024

- Coordinated B2B partnership operations with key corporate clients, ensuring service alignment, reconciliation accuracy and dispute resolution.

Arcelik – Istanbul, Türkiye

Business Development & Strategic Pricing Intern

July 2023-Oct 2023

- Conducted competitor pricing analysis for 40+ European SKUs and built Excel dashboards supporting regional pricing decisions.

Education

Middle East Technical University - Ankara, Türkiye – BSc, Business Administration

2018 – 2024

Instituto Politécnico da Guarda, Portugal - Erasmus Exchange

2023 – 2024

Work & Travel, USA (2022) – Seasonal work experience in a multicultural environment.

GPA: 3.03 | Course: Turkish business environment, project evaluation and financing, strategic management, sustainability and business value creation

Skills

Technical: Google Ads • GA4 • Adjust • SQL • Looker Studio • Excel (Advanced)

Core Competencies: Performance Marketing Strategy • Paid Media Strategy • Audience Segmentation • Funnel Optimization • Conversion Efficiency • Account Management • Cross-functional Collaboration

Languages

Turkish – Native

English – Advanced