



Berk Saraloglu

CV

About me

I am an Integrated Marketing Manager with a strong background in developing and executing global communication campaigns across diverse markets. With a strategic mindset and a proven track record in managing substantial marketing budgets, I excel in leading cross-functional teams to drive brand growth and enhance customer experiences. My international experience and analytical skills enable me to create impactful marketing strategies that resonate with audiences.

Skills

Integrated Marketing Communications
Go-to-market strategy
Campaign Management
Budget Management & P&L
Brand strategy
CRM & Marketing Automation
Performance Marketing
D2C / E-Commerce
Stakeholder Management
Agency Steering
Matrix Leadership
Salesforce
Adobe Analytics
Google Analytics
Atlassian
Asana (Software)
Business English

Personal details

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- ✉ berksaraloglu@gmail.com
- 📅 01/08/1990 in Istanbul

Professional experience

VeSync GmbH **11/2025 - 05/2026**
Integrated Marketing Manager

- Led integrated marketing for COSORI & Levoit DE
- Owned €2M annual budget across 8 channels
- Led 15 channel owners in DE-China matrix org
- Built EU product launch & GTM operating model
- Steered programmatic media agency end-to-end
- Delivered Black Friday & Christmas peak campaigns

Beiersdorf AG **11/2024 - 05/2025**
Global Content & Communications Manager

- Developed global 360° communication campaigns
- Created messaging frameworks & creative briefs
- Steered international campaign productions
- Ran always-on content across web, social & CRM
- Defined KPIs & tracked content performance

BSH Hausgeräte GmbH **02/2023 - 11/2024**
Senior Global Brand Communication Manager, Siemens

- Promoted to strategic senior role for target outperformance in 2023
- Managed near seven-figures digital content/initiatives budget
- Led global SEO and content rollout across 10 countries
- Steered brand governance and centralized campaign production with global agencies
- Drove omnichannel customer experience initiatives through agile team setup
- Established global multi-pillar CRM and lifecycle marketing framework driving MQL growth (adopted group-wide)
- Managed creative and digital agency relationships

Educational background

Istanbul Bilgi University

2016 - 2018

Master's

Marketing Communications

Middle East Technical University

2009 - 2014

Bachelor's

Industrial Design

Goethe-Institut Hamburg

2025 - 2025

A1 & A2

German language training

BSH Hausgeräte GmbH

02/2021 - 02/2023

Brand Communication Manager (Global)

- Developed multichannel communication concepts for Siemens brand
- Briefed & steered global lead agency on campaigns
- Set online communication strategy with stakeholders
- Measured touchpoint performance, drove improvements
- Spearheaded social & digital trend adoption

BSH Hausgeräte GmbH

05/2020 - 01/2021

Digital Marketing Manager

- Owned Profilo brand digital strategy & annual budget
- Led shift from retail-led to data-driven marketing
- Ran agency pitch, selection & annual fee planning
- Steered media planning & paid channel performance

Samsung Electronics

04/2018 - 05/2020

Digital Marketing Specialist

- Set yearly digital strategy for 7 product divisions
- Planned annual campaign budgets across divisions
- Briefed creative & media agencies
- Steered paid media performance & media planning

Samsung Electronics

03/2016 - 04/2018

Retail Marketing & Store Development Specialist

- Managed store design, build & opening process end-to-end
- Enforced global display standards nationwide
- Developed in-store experience for product launches

ORMA

04/2015 - 03/2016

B2B Marketing Specialist

- Led UX/UI redesign of website & mobile app
- Ran email marketing & print advertising
- Designed national trade fair & showroom presences

Ciceksepeti.com

11/2014 - 04/2015

Product Specialist

- Developed & scaled personalized product line