



# TUĞBA ÖZKILIÇ

FULL-STACK MARKETER

[Marketing & Design Portfolio](#)

## WORK EXPERIENCE

Freelance Full-Stack Marketer 2022 -

### T.O. Marketing

As the founder and a full-stack marketer, I offer a comprehensive range of services that help businesses grow and thrive. My core expertise lies in developing strategic marketing campaigns that increase visibility, engagement, and loyalty across multiple platforms. I have a strong foundation in branding, social media management, and advertising, which I leverage to deliver data-driven solutions that produce measurable results. While my focus is on marketing strategy, my background in graphic design, website creation, and app development allows me to bring a holistic perspective to every project, ensuring a seamless connection between creative efforts and impactful outcomes.

Digital Marketing Manager 2019 - 2022

### Artmade

- Led affiliate marketing initiatives that boosted customer acquisition and revenue growth.
- Developed and managed social media campaigns to increase engagement and visibility.
- Directed online advertising and email marketing efforts, driving conversions and optimizing ROI.
- Analyzed performance metrics and translated insights into actionable strategies.
- Shaped brand identity, voice, and creative assets to support cohesive, impactful campaigns.

Freelance Branding & Marketing Consultant 2016 - 2019

### House of Parcel

During this period, I focused on growing my personal brand within the architecture and design industry. This included developing branding strategies, managing social media presence, and implementing marketing campaigns to attract new clients and enhance the firm's visibility. These experiences sharpened my ability to build cohesive brand identities, manage advertising efforts, and engage with audiences across various digital platforms

Architect/Project Manager 2012 - 2016

### Ulusal Yatırım

Designed large-scale hospital and hotel projects with a strong focus on user-centric solutions. Thoughtfully considered end-user journeys—analyzing daily routines, paths, and interactions—to create intuitive, functional spaces. This early experience instilled a deep understanding of audience needs and laid the groundwork for the user-focused strategies I now apply in marketing. Additionally, managed timelines, budgets, and diverse teams, delivering complex projects on schedule while maintaining a clear vision of the end-user experience.

## CORE STRENGTHS

Attention to Detail  
Empathy  
Problem Solver  
Continuous Learner  
Growth-Oriented  
Cross-Disciplinary

## LANGUAGES

Turkish (Native)  
English  
Italian



01.01.1989 📍 Manisa/Turkey



**Email**  
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**Address**  
Maltepe/Istanbul



2012  
**Izmir University of Economics**  
Fine Arts & Design I Architecture

2011  
**Bologna University**  
Architecture

2007  
**Teacher Training High School**  
Mathematics & Science Track



**UI/UX/Product Design**  
(Figma, Adobe XD, WixStudio)

**Visual & Graphic Design**  
(Adobe Illustrator, Photoshop, InDesign, Canva)

**Digital Marketing & Advertising**  
(Google Ads, Meta Ads, Insider, Mailchimp)

**Brand Management**

**Architecture & Interior Design**  
(AutoCAD, SketchUp)



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