

# MÜCAHİT BERBER

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## SUMMARY

24+ years of experience with providing digital & traditional marketing, sales and business development support for 100 odd companies in 80 various sectors. I am a technology enthusiast staying updated with the latest industry trends and effectively integrates them into our operations. My expertise lies in leading teams, boosting employee motivation, orchestrating digital transformation projects and fostering strong professional relationships.

## WORK EXPERIENCE

**CHAIRMAN | FABBARICA | [www.fabbarica.com](http://www.fabbarica.com)**

**March 2014 - Present**

- I established fabbarica to produce digital marketing solutions that will be remarkable in various sectors.
- Since 2014 I carried out dozens of digital marketing projects with my team for more than 50 companies.
- Since 3 years, we have been developing artificial intelligence, AR and XR projects and carrying out R&D of a new artificial neural network. Fabbarica includes 7 technical staff.

**CEO | NEOSTRATEGY | [www.neostrategy.net](http://www.neostrategy.net)**

**March 2015 - Present**

- I established neostrategy to prepare marketing & sales strategies for companies which wants to expand their business to the global.
- It is a consultancy company and I have been working as consultant in these subjects.
- NeoStrategy can coordinate marketing and sales by implementing efficient strategies with new technologies on your business.

**BOARD MEMBER | YTUMED | [www.ytumed.org.tr](http://www.ytumed.org.tr)**

**July 2024 - Present**

- YTUMED is an alumni association of Yıldız Technical University in Türkiye I work as Vice President being responsible for Marketing and Corporate Communications.
- I have 8 persons team carrying various professions in this subject.

**CMO | NARAXR INCH. | [www.nara.com.tr](http://www.nara.com.tr)**

**June 2022 - Aug 2023**

- NaraXR produces VIRTUAL REALITY & METAVERSE projects since 2015.
- I worked as a CMO and responsible for business development, direct sales and developing marketing strategies. In addition project management and team lead was my duty.
- I handled \$20 million sales at the global market.
- I organized several VR and Metaverse projects includes Türk Telekom, Borusan Holding and GF Hakan Plastic brands.
- I ensured that Nara was accepted into many accelerators globally.

**MARKETING DIRECTOR (CONSULTANCY) | MAXWELL ELECTRICAL ENGINEERING | [www.maxwellmuhendislik.com.tr](http://www.maxwellmuhendislik.com.tr)**  
**Jan. 2019 - June 2022**

- Creating a company culture by determining the global vision
- Managing corporate communication and promotion activities
- Providing management consultancy for developing company's organization at the establishment period.
- Coordinating internal communication activities
- Managing digital marketing

**MANAGEMENT COLSULTANCY | FORMEX ENGINEERING INCH. | [www.formex.com.tr](http://www.formex.com.tr)**

**Jan 2019 - Dec 2019**

- The company had about 300 employees and had been giving electrical installment and maintenance services to SASA POLYSTER in Adana.
- I managed all Marketing process and globally. I was responsible for creating administrative procedures to support organizational employees
- I helped to develop organizational structure and job descriptions. I held international EPC project meetings and made business connections globally.

**BUSİNESS DEVELOPMENT & MARKETİNG DİRECTOR | BİLGE ENGINEERING INCH.**

**April 2016 - Dec 2018**

- Bilge Electirical Engineering provides Electrical Contracting, Industrial Project Management, Electrical System Installations and Maintenance solutions and regular technical support for Kale Kilit, World Medicine, Vestel, BSH, Dinarsu, Mercedes Turkey, Siemens Gamesa, Sasa Polyester, Defacto - Ozon Tekstil, Uzbekistan Dal Group and similar big production companies .
- By developing 8 different sub-brands under a single umbrella brand, each with its own unique target audience and positioning, we expanded Bilge Group's market share. I played an active role in all stages, from creating brand identities to defining marketing strategies, coordinating the formation of Bilge Group's corporate structure.
- Netherlands, Ivory Coast, Ethiopia, Azerbaijan, SaudiArabia, Qatar and Russia.
- I was responsible for international business development like EPCM.
- We raised annual profit to 50 M dollars in 3 years.

**MARKETING DIRECTOR | ESNAN DENTAL HOSPITALS INCH. | [www.esnan.com.tr](http://www.esnan.com.tr)**

**March 2014 - March 2017**

ESNAN is an dental hospital that have 4 branches in İstanbul.

- I achieved a 1000% rise in web site traffic visit within a year. Therefore, I ensured growing customer potential by 50%.
- I organized international advertisements and hosting of foreign patients in the clinics. Thus, I had gained experiences in Health Tourism.
- I reconstructed external and internal communication, international marketing activities, brand positioning studies, public relations and corporate communication according to institutionalization process.
- I developed digital marketing solutions by developing website, creating content, managing SEO, social media and designing digital advertisements. I was responsible from preparing marketing materials such as catalogs, brochures, customer cards and production needs as videos and photo records.
- I became a member of management board coordinating customer success.

- As a key member of an Istanbul-based company, I accelerated growth through innovative digital marketing strategies, earning a promotion to the management team.
- My contributions to corporate communications and business development culminated in securing a strategic \$50 million partnership with Mitsubishi, propelling the company to new heights within the industry.
- Digital Marketing: Increasing brand awareness and customer engagement through digital channels such as SEO, SEM, social media marketing, and content marketing.
- Corporate Communications: Strengthening the company's image and fostering effective communication with stakeholders through press releases, reports, and presentations.
- Business Development: Generating new business opportunities, managing customer relationships, and building strategic partnerships.
- Negotiations: Conducting successful negotiations for high-value deals and demonstrating persuasive communication skills.

**CO-FOUNDER | MARKANIK ADV. AGENCY |****Jan. 2013 - Feb. 2014**

I founded Markanik to uncover the hidden quality of the brands I work with and create solutions that will make them heard in the market.

- As the founder, my contributions include:
  - I ensured the establishment of a full-service advertising agency structure. I oversaw the development and management of integrated marketing campaigns.
  - I provided strategic guidance and creative direction for brand development, digital marketing, and advertising initiatives.
  - I developed the team dynamics by fostering a creative work environment.
  - I created effective marketing strategies.
  - I carried out customer referrals to increase sales potential.
  - Achievements:
    - Increased GlobalCV's brand visibility by over 300% with innovative advertising campaigns.
    - Successfully launched numerous e-commerce platforms, resulting in significant online sales.
    - Provided strategic guidance to entrepreneurs, helping them navigate the complexities of marketing.
    - Developed and implemented effective corporate communication strategies that enhanced brand reputation and internal communication.

**VICE CHAIRMAN | MOZAIC WOLRDWIDE AGENCY |****Aug. 2012 - Jan. 2013**

- As the head of TheTagg, a leading digital marketing agency within the Mozaic Group, I successfully led the agency's strategic direction and operational excellence.
- Award-Winning Campaigns: Spearheaded the development and execution of the award-winning "UFO BENİ UZAYA GÖTÜR" campaign, a groundbreaking advertising campaign that garnered significant industry recognition.
- Pioneering Digital Initiatives: Pioneered the development of innovative digital platforms and experiences, such as a game and competition website that attracted over 10 million visitors, a first in Turkey.
- Client Success: Successfully managed digital marketing campaigns for prominent clients including Ortadoğu Grup, Memorial Hastanesi, Teleset, and Simfer, delivering measurable results and exceeding client expectations.

- Results-driven digital marketing strategist and brand manager with a proven track record of developing and executing successful marketing campaigns within the financial services industry. Skilled in crafting compelling brand narratives, optimizing digital channels, and driving business growth. • I was responsible from: Brand Strategy and Management, Digital Marketing, Campaign Management: Led the planning, execution, and evaluation of multimillion dollar marketing campaigns, exceeding KPIs and driving ROI, Creative Direction: Collaborated with creative teams to develop innovative and impactful marketing materials, Budget Management.
- Managed corporate advertising film production, from concept development to final delivery.
- Oversaw media planning and buying, securing optimal media placements to reach target audiences.
- Directed the redevelopment of the company's corporate website and subsidiary brand websites.
- Developed and implemented a comprehensive brand strategy aligned with business objectives.

**CORPORATE COMMUNICATION DIRECTOR | SAMPAS TECH INCH |****Nov. 2010 - Aug. 2011 [www.sampas.com.tr](http://www.sampas.com.tr)**

Sampaş is a pioneering company in Turkey's e-government sector, employing over 500 professionals.

**Key Responsibilities and Achievements:**

- Software Development and Implementation: Supported the development and implementation of software solutions for smart municipalities.
- User Experience (UX) and User Interface (UI) Design: Enhanced the user experience of Java-based software applications through UI/UX adjustments. Communication and Marketing: Engaged in a wide range of communication activities, including media relations, digital marketing, brand management, and event planning.
- Strategic Event Management: Designed and executed a 1,000 square meter exhibition stand at the E-Municipality fair, establishing it as the largest presentation space in Turkey.

**Company Milestone:**

- Played a role in achieving CMMI Level 4 certification, a significant milestone for the company and a testament to its commitment to quality and process improvement.
- By combining technical expertise and strategic communication skills, I contributed to Sampaş's success in driving digital transformation in the public sector.

**DIGITAL MARKETING MANAGER | JİVAL GOLD COMPANY | [www.mioro.com.tr](http://www.mioro.com.tr)****June 2009 - March 2010**

- As a Marketing and Communications Manager, I was responsible for overseeing various aspects of the company's branding and marketing efforts.
- Key Responsibilities and Achievements:
  - Brand Management: Developed and implemented comprehensive brand strategies to enhance brand recognition and loyalty.
  - Digital Marketing: Managed the company's digital presence, including website development, social media marketing, and email campaigns.
  - Print and Digital Design: Oversee the design and production of a wide range of marketing materials, from print publications like the 64-page Jival magazine to digital assets such as e-newsletters and product displays. E-commerce Management: Managed the entire e-commerce process, including website development, UX/UI design, and software integration. Agency Partnerships: Collaborated with third-party agencies to execute marketing campaigns and creative projects.

- Project Management: Led cross-functional teams to deliver projects on time and within budget.
- By combining strategic thinking, creative vision, and strong project management skills, I successfully contributed to the company's marketing and communications goals.

## **MANAGING PARTNER | HELEZON GROUP |**

**April 2006 - May 2008**

- We operated under two branches: Helezon Software and Helezon Agency. We handled below-the-line advertising for nearly 20 companies. Notable brands among them include Logitech, Zyxel, Karaca, Başbuğ (BSG) Auto Parts, and Saray Hali. Additionally, we worked on brand development for international firms.
- Within the software company, we provided services related to CRM and custom program development for the organization.
- We developed a vehicle tracking program for Volvo Turkey's main service center in Istanbul.
- At the software company, we collaborated with student friends from YTU (Yildiz Technical University) Mathematics Engineering.

## **B2B E-COMMERCE & DIGITAL MARKETING MANAGER - R&D ENGINEER | HIZLI SISTEM - CONSUMER ELECTRONICS DISTRIBUTOR**

**April 2002 - July 2006**

- Having spent several years at Hızlı Sistem, a prominent player in Turkey's technology sector, I gained invaluable experience in managing complex projects, driving digital transformation, and delivering exceptional results. My expertise in product management, e-commerce, and technical support has equipped me with the skills to excel in a fast-paced, technology-driven environment.
- Product Management and Analysis: Thoroughly examined and analyzed nextgeneration technology products, providing expert insights for marketing and sales teams.
- E-commerce Development and Management: Established and managed B2C online sales platforms, driving online sales growth and customer acquisition. ERP Implementation and Procurement: Led the procurement process for ERP systems and analyzed software programs to optimize business operations. Technical Content Creation: Authored research articles for industry-leading publications like Chip, Byte, and PC World, as well as translated and created product manuals.
- Retail Operations and Training: Managed product placement, sales training, and marketing activities across 27 Hızlı Sistem Technology Stores. Digital Marketing and Branding: Supported digital marketing initiatives, including website development, SEO, and social media marketing.
- Key Achievements:
- Successfully launched and managed the company's e-commerce platform. Increased sales and market share through effective product positioning and marketing strategies.
- Contributed to the company's transition to a digital-first business model. Improved operational efficiency through the implementation of new technologies and processes.

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## **INTERNSHIPS**

**2000 - 2004**

- I completed three consecutive internships, each spanning approximately three months.
- My internships were centered around Turkey's leading supplier of haircare products.
- I served as a software analyst, specializing in ERP and CRM projects. Through these roles, I developed a strong proficiency in managing complex workflows for large-scale projects utilizing Python and PHP programming languages.

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## EDUCATION

<b>NEXT MBA PROGRAM</b>   <a href="http://www.nextmba.com">www.nextmba.com</a> EXECUTIVE MARKETING DIRECTOR COURSE & LEADER TRAINING PROGRAM	<b>2022 - 2024</b>
<b>WORLDEF BUSINESS SCHOOL</b>   <a href="http://www.worlddef.com">www.worlddef.com</a> E-COMMERCE – E-EXPORT TRAINING TRAINERS	<b>2021 - 2022</b>
<b>VALOREM TEAM</b>   <a href="http://www.valoremteam.com">www.valoremteam.com</a> SALES - BUSINESS DEVELOPMENT - NEW TECHNOLOGIES – MENTOR TRAINING PROGRAM	<b>2020 - 2021</b>
<b>MICRO MBA   GELİŞİM PLATFORMU</b> BRAND MANAGEMENT – SALES - MARKETING STRATEGIES – DIGITAL MARKETING	<b>2012 - 2014</b>
<b>BACHELOR OF MATHEMATICAL ENGINEERING   YILDIZ TECH. UNİ.</b> It combines the subjects of INDUSTRIAL ENGINEERING and COMPUTER ENGINEERING classes.	<b>2000 - 2005</b>
<b>SCIENCE-FOCUSED HIGH SCHOOL  </b>	<b>1996 - 2000</b>

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## KEY SKILLS

### Core Competencies:

- Strategic Planning and Execution
- Leadership and Team Management
- Business Development and Sales
- Digital Marketing and E-commerce
- Brand Management
- Project Management
- Client Relationship Management.

### Technical Skills:

- ERP and CRM Systems: Expertise in implementing and managing ERP and CRM systems.
- Software Development: Experience in software development, including web development, e-commerce platforms, and custom software solutions.
- Digital Marketing Tools: Proficiency in using various digital marketing tools and analytics platforms.

### Soft Skills:

- Communication Skills
- Problem-Solving
- Adaptability
- Negotiation Skills
- Interpersonal Skills