




ERHAN TARTAN

Senior Marketing
Communication Specialist

 e.tartan@gmx.de

 17-11-1987

 0685048876

 Vlaardingen

- LANGUAGES -


 German, Native

 Turkish, Native

 Dutch, Fluent

 English, Fluent

- SOFTWARE -

MS Office	
InDesign	
Facebook Business Manager	
Umbraco CMS	
Syncforce	
Google Analytics	
JIRA	
Photoshop	

- PROFILE -

I am driven by showing progress, results and performance. With the support of fellow-thinkers, I search for the best ideas to put plans into action. My daily projects & tasks are organised in Trello boards while I chat with agencies via Slack to give input for content ideas. I get energised from stand-ups at the Whiteboard, drawing out concepts to get a holistic view of subjects. Always up for a good cup of coffee and long talks about the future of mobility, societies & tech!



Creative



Analytical



Curious



Super-Dad



Adaptable

- EXPERTISE -

Marketing communication & Branding // Social Media strategy & growth // Online Marketing & Campaign Management // Web development & Content Management // Working with (creative) agencies // Keynote speaking // Writing (Blogs & Copy)

- KEY ACHIEVEMENTS -

Design & execution of Marketing Communications strategy for EU // Contribution to 24% net sales growth in EU within two years // Design & execution of social media strategy with 8% Engagement Rate in first three months // Development of award-winning (AutoVision 2019, Gold) image film // Launch of service registration webpages for 4 EU countries // Social ad campaigns with 2.5% CTR

- WORK EXPERIENCE -

Hilti Nederland B.V.

2020 - 2021

Senior Communication Specialist

- Working with Scrum methodology as part of Team Digital
- Facilitating & enhancing the webinar experience for internal and external audiences by using new software/ hardware
- Responsible for Branding
 - Proof-checking creative material for brand conformity
 - Updating the Branding of the Hilti Shop-in-Shops at Rental Partners by developing posters and signage according to the style guides
- Designing & sending out bi-weekly internal newsletters

Apollo Vredestein B.V.

2017 - 2020

Senior Marketing Communication Specialist for EU

- Designing and executing social media strategies to grow the brand's digital footprint and online community
- Reviewing content calendars, monitoring social media accounts with dashboards & analysing KPIs
- Working with external agencies to ideate, evaluate & identify trends and developments for continuous content improvement
- Product Information & Media Asset Management (PIM/MAM Systems)
- Ensuring the correct data flow from Product Information Systems to the Website's CMS
- Web development based on user feedback to ensure continuous improvement of UX
- Building landing & campaign pages, website articles
- Developing communications strategy for EU in specific product category
- Developing branding tools such as brochures, print ads, product videos and image films

- RECENT CERTIFICATES -

 Masterclass Content Marketing

 Online Marketing Fundamentals
Certification by Google

 Internet Marketing Certification by
LimeSquare Academy

- WHAT THEY SAY ABOUT ME -



I worked with Erhan on several digital projects and got to know him as a standup guy who always wants the best for all parties involved. During our time he picked up new skills quickly and was able to adapt to an ever-changing business direction. His German roots help him with our international organisation. Getting people with different cultural and language backgrounds, to level on topics that they aren't used to nor are their expertise, is a skill, Erhan developed quickly and that set him apart from the rest. He has a real German sense of humor. With Erhan in your team you go forward!

Wiel van Horck
(Digital Brand Manager EU,
Apollo Vredestein B.V.)

- RECENT PROJECTS -

www.erhantartan.com

- REFERENCES -

Ton Coppus
Manager Marketing Communications
Apollo Vredestein B.V.
Mobile: 0653347271
E-Mail: ton.coppus@apollovredestein.com

Apollo Vredestein B.V.
Marketing Communications Trainee

2016 - 2017

On the job learning experience in a multinational matrix organisation with product trainings & ownership over a variety of projects and tasks.

- Organisation and execution of PR events & product launches
- Social Media management
- Preparing the launch of the new Vredestein website for 13 countries
- Writing & sending out internal Marketing Communication Newsletters

TNT
Graduation Thesis

2016

Developing a communication plan to support the implementation of new smartphone scanning device solutions for pick up & delivery drivers.

DAY Creative Business Partners
Marketing & Strategy Internship

2015

Managing the DAY website (Wordpress) with new content for blogs, cases and copywriting and improving its performance with SEO. Supporting the sales team with desk research and the development of an image film.

Hans Georg Brühl GmbH (Germany)
Business Administration Trainee (3 years)

2008 - 2012

A traineeship that aims to educate in all business processes from an administration perspective in the areas of purchasing, logistics, sales, marketing and finances.

Administrator in Financial Accounting + Purchaser (1 year)

- Responsible for: accounts payable/ receivable, providing business assessment, book keeping, filing, monitoring cash flow
- Purchaser, responsible for: monitoring raw material stock, purchasing and monitoring orders, price negotiations with suppliers, input data into the ERP system
- Add.: Responsible for guiding plant tours

- EDUCATION -

University of Amsterdam
Masterclass Content Marketing

2019

Three-module masterclass about the strategic and integral approach of embedding content marketing in the organisation.

- Development and history of content marketing
- Frameworks for a strategic approach and brand publishing
- Insights, target groups, storytelling
- Case studies, publishing engaging content & accountability

HAN University of Applied Sciences
Communication Studies

2012 - 2016

International studies at the Arnhem Business School faculty with graduation as Bachelor of Communication. Semester abroad at the University of Pretoria, South Africa

Achievements:

- Winner of Arnhem Business School Talent Event
Creating a PR campaign for the debut book of a Dutch author
- Winner of International Trade Fair Management Course
A two-weeks Erasmus Intensive Programme at the Munich University of Applied Sciences