YAGIZ BUGRA OZYUREK | USER ACQUISITION LEADER

PERSONAL

Name	Yagiz Bugra Ozyurek
Languages	Turkish, English
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WORK

Experience	10+ years
Currently	User Acquisition Leader

EDUCATION

Kadir Has University
Dropped Out: January 2020

Master	MA New Media

Middle East Technical University
Graduation: January 2016

Degree	BS Economics

Ordu Anatolian High School
Graduation: June 2010

Degree	Mathematics & Turkish Literature

AWARDS

Google Ads - Product Madness
Global success case story - Gaming

YouTube Ads - Lokum Games
Global success case story - Gaming

Google Ads - Lokum Games
Local success case story - Gaming

YouTube Ads - Carat
Local success case story - Finance

TOOLS

MMP:	Adjust, Appsflyer
AI:	Claude, Gemini, Perplexity
BI/Analytics:	Looker, Tableau, Firebase, Google Analytics, PostgreSQL
Ad Network:	**SANs:** Google, Meta etc. **DSPs:** Moloco, RevX etc. **VANs:** Applovin, Unity etc. **Incentives:** TyrAds etc. **Preloads:** DT etc.

TIMELINE

2025 Oct. — **Senior User Acquisition Manager -** TapNation
Paris, FR

-Profit Margin improved by 50% and 7D Retention improved by 10% by using multiple ad network strategy with dynamic budget allocation and adopting different creative strategy respectively for each ad network QoQ.

-Being part of the game acquisition division to lead UA strategy of publishing deals.

2021 May — **User Acquisition Lead Manager -** Product Madness
London, UK

-Leading a team of 3 and responsible from Google, DSPs, VANs, CPEs and Re-Targeting to maximize advertising efforts by optimizing lower funnel data driven KPIs.

-ROAS 7D increased by 44% and CPI decreased by 7% using ad group strategy based on BI tool criteria. (Crowned with Google External Case Study)

2021 Jan. — **Performance Marketing Manager -** Storytel
Istanbul, TURKEY

-Responsible from the Google Ads and Apple Search Ads marketing actions for certain countries including Turkey, Bulgaria, Israel, Saudi Arabia, Egypt, UAE and their growth marketing performances. (Both Web & App)

2019 May — **User Acquisition Specialist -** Lokum Games
Istanbul, TURKEY

-Increased web registrations of Zula PC Game by 53% in a quarter by following YT4A global best practises and using various Youtube ad technologies. (Crowned with Google External Case Study)

-Increased conversion rate of Zula PC Game by 300% in a quarter by combining Youtube, Google Search and GDN strategies together. (Crowned with Google Success Story)

2018 Apr. — **Performance Marketing Executive -** Carat
Istanbul, TURKEY

-Grew avg. daily conversions of Credit Campaigns by 600% & reduced CPA by 350% in half a year by organizing campaign structure properly and using smart biddings.

-Built a Youtube strategy for Incremental Reach by 500% in a quarter by using new Youtube ad technologies. (Crowned with Google Success Story)

2017 May — **Performance Marketing Specialist -** hype
Istanbul, TURKEY

-Managed to cover 63% of sales of NEF in a quarter, by using CRM data on Google Analytics and Google Ads.

-Grew revenue by 58% QoQ of Sportive, by using tROAS & Semi-Smart Biddings with analysis of Google Analytics.

2016 Sep. — **Search Engine Marketing Specialist -** OMD Worldwide
Istanbul, TURKEY

ABOUT ME

Who I Am:

I am Yagiz Bugra Ozyurek, a Performance Marketing Expert with a specialized focus on the mobile gaming industry. Combining my passion for gaming with my professional skills, I have driven user growth and engagement for multiple top-tier gaming companies. My dedication extends beyond work as I am an avid gamer myself, understanding firsthand the dynamics and needs of gamers.

What I Do:

I develop targeted user acquisition strategies tailored specifically for mobile games, focusing on optimizing in-game metrics and maximizing player lifetime value. My expertise includes scaling user bases through organic and paid channels, A/B testing creative ad strategies, and analyzing player data to refine marketing efforts continuously. By integrating the latest trends in mobile technology and player preferences, I ensure that campaigns are not just seen but also acted upon.

References available upon request