

EFE SHIPMAN

BUSINESS DEVELOPMENT MANAGER ABOUT

An experienced marketing expert with a strong interest in projects that require both conceptual and analytical thinking. Enjoy collaborating with others to gain different perspectives to refine strategies. Passionate about digital games on any aspect and kind, hardcore gamer to the end.

WORK EXPERIENCE

LECTURER

Bahçeşehir University | 2021- Present
Istanbul Bilgi University | 2019 - 2021

- Digital Marketing
- Food&Beverage Management
- Consumer Behaviour
- Computer Science and Research

BUSINESS DEVELOPMENT MANAGER

AdColony | 2019 - 2020

- Partnering with game publishers and developers.
- Generate leads within mobile gaming industry.
- Negotiate deal structures and execute contracts with potential publisher partners.
- Advise publisher strategies around monetization, mediation, ad optimization and user acquisition campaigns.
- Activate SDK integrations for full screen mobile and rewarded video.

MARKETING SPECIALIST IN GLOBAL & LOCAL GAMES

Netmarble EMEA | 2015-2017

- Development, planning, and execution of all digital (new media) marketing communications strategies for 10+ games.
- Organised Gaming Istanbul 2017 and Goblincon 2017 booths for Netmarble.
- Planned and directed many social media campaigns.
- Built and managed online communities.
- Content, functionality, design, and maintenance of all sites.
- Gathered marketing insight reports, worked with 3rd parties and agencies in order to monitor the user trends and competitor analysis.

MARKETING MANAGER

Delicco Exp. Imp. LLC. | 2009-2015

- B2B Marketing
- Optimise and manage marketing budget
- Developed the marketing plan and strategic positioning
- Conducted project researches on consumer preference.
- Implementing & supporting new products & services

EDUCATION

• PHD IN MANAGEMENT & ORGANIZATION
Istanbul University | 2018 - Present

• MA IN MARKETING COMMUNICATION

Istanbul Bilgi University | 2014 - 2017 (Thesis: Influential aspects on purchase frequency of video games among Millennials in Turkey)

• BACHELOR DEGREE IN BUSINESS

Istanbul Bilgi University | 2008 - 2012

• LYCÉE FRANÇAIS PRIVÉ SAINT-BENOÎT
Istanbul | 2002 - 2007



23/03/1988
GERMANY/ HEIDELBERG

PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photo editing
Market research

PERSONAL SKILLS

Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated
Bilingual (English, French,
Italian(beginner))

CONTACT

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SOCIAL

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REFERENCES

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