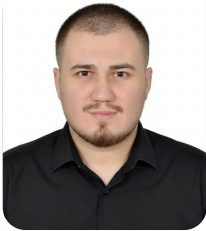


Tugra Elibuyuk

Digital Marketing & Growth | AI, SEO/GEO, Events

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UAE Residency · UAE Driving License (car & motorcycle) · Turkish (native), English (fluent)



SUMMARY

Marketing professional with 8+ years of experience, the last 5 in the UAE across medical aesthetics and beauty, with a clinical background in surgical technology. At Medway I own the marketing function: plan and budget, paid media, the website and search, trade shows, print and production, and doctor trainings abroad. I brief and direct the photographers, videographers and designers behind our campaigns, and build in-house with Claude and Codex.

EXPERIENCE

Senior Marketing Executive · Medway LLC, Dubai

Jan 2024 – Present

Strategy & Team

- Own the annual marketing plan and budget across paid media, events, print and production
- Onboarded and mentored **5 new joiners**, coaching them on planning, pricing and market research
- Cut event costs by **25%** through vendor restructuring and print production costs by **35%**

Creative, Print & Production

- Direct the creative work: brief and manage the photographers, videographers and designers on campaigns and product films
- Own print, promotional production and branded clinic spaces: brochures, roll-ups, merchandise, doctor gifts and treatment rooms
- Built a Dubai-wide supplier network for print, fabrication and gifting, which means fast turnaround and better pricing

Events & Exhibitions

- Own **MEIDAM, Dubai Derma and IAM** end to end: concept, stand design brief, vendor selection, budget, logistics and on-site content
- Run **20+ events a year**, including conferences, workshops and open days
- Plan and lead doctor trainings, seminars and doctor trips in Egypt, France, Italy, Greece, Spain and Azerbaijan

Digital, Web & AI

- Build in-house with Claude Code and Codex: the company website, a lead-capture app and the touchscreen stand games
- Own search visibility: Search Console, sitemaps, structured data, and product and FAQ content for SEO, AEO and GEO
- Own the Meta and Google Ads budget and the social calendar; Instagram engagement up **225%** in one year

Marketing Specialist · Al Saad Rose Perfume, Dubai

Sep 2021 – Dec 2023

- Owned the Meta Ads budget for product launches and seasonal promotions
- Built the social media strategy for Instagram and TikTok; managed influencer collaborations to grow reach in the UAE
- Briefed and directed the photographers and designers on product shoots and packaging

Marketing & PR Specialist · Putoline Oil & SYM Motorcycles, Istanbul

Jan 2018 – Aug 2021

- Owned digital marketing for two motorcycle brands: social media, promotions and launches
- Improved Google Ads performance and generated leads for dealers
- Created digital communication kits, supported dealer marketing across Türkiye and annual budget planning

SKILLS

Leadership: budget ownership, creative direction, mentoring

AI: Claude, Claude Code, Codex, ChatGPT, Gemini, Higgsfield. AI-assisted web and app development, content and creative workflows

CRM: HubSpot, Zoho. Built Amoura, a professional CRM and field-sales platform for medical and pharma teams

Search: SEO, AEO, GEO, Google Search Console, structured data, GA4

Paid & Social: Meta Ads, Google Ads, social media strategy, influencer marketing

Events & Production: exhibitions, stands, print and merchandise

Also hands-on: Photoshop, Illustrator, Canva, video editing, Next.js, WordPress

References available upon request

EDUCATION

Surgical Technology

Istanbul Bilgi University · 2017

CERTIFICATIONS

Google Digital Marketing

Meta Social Media Marketing

AI for Marketing

SEO Fundamentals