

SIBEL AGLAMAZ

Marketing Manager · AI Visibility (GEO) & B2B Growth Strategy

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PROFESSIONAL SUMMARY

Mid senior marketing leader with 10+ years in enterprise B2B, combining strategic ownership of go-to-market, demand generation and brand visibility with early mover expertise in AI search and Generative Engine Optimisation (GEO). Served as Interim Marketing Manager reporting directly to the CEO, leading cross-functional initiatives across Sales, Product, Finance and Legal. Published researcher on digital inequality; PhD in Political & Social Sciences (Pompeu Fabra) and BSc in Industrial Engineering (ITU). Brings analytical rigour, commercial judgement and the ability to build strategy and execute it.

LEADERSHIP & CORE COMPETENCIES

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| ◆ Marketing Strategy & Team Leadership | ◆ Go-to-Market Strategy & Launch Readiness |
| ◆ AI Search Ecosystem & LLM Visibility (GEO) | ◆ Market & Competitive Intelligence |
| ◆ Product Positioning, Messaging & Sales Enablement | ◆ Budget Ownership, KPI & Pipeline Accountability |
| ◆ Cross-functional Stakeholder Management (C-suite, Product, Sales, CS) | ◆ Customer Insights & Voice of Customer |

WORK EXPERIENCE

Interim Marketing Manager · Digital Marketing Executive & BI Analyst · FocusEconomics Jan 2023 · 2026

Global macroeconomic data & forecasting provider · Enterprise B2B · 127 country client base

- Owned marketing function as Interim Marketing Manager, reporting directly to the CEO and managing 10+ senior stakeholders across 5 functions (Sales, Product, Finance, Legal, CS); set priorities, steered planning cycles and presented performance to leadership.
- Directed go-to-market execution: designed and led ABM and segmented outreach programmes on Salesforce and Pardot across 6+ customer segments, generating €140K in qualified pipeline and a 10% YoY increase in opportunity rate through segmentation, messaging differentiation and pipeline analytics.
- Led company-wide SEO/GEO transformation (75+ forms, 22 landing pages, 221 metadata improvements): doubled form submission rates (3.1% to 6.53%) and grew web-lead opportunities ~90% at flat traffic; now steering the shift toward LLM-powered discovery and AI search optimisation.
- Governed CRM strategy and data quality for 20,000+ contacts across 6+ segments, using reporting to prioritise outreach and surface high-potential opportunities for Sales.

Digital Marketing Executive · Content Development · FocusEconomics Sep 2020 · Dec 2022

- Built and led multi-segment, AI-assisted campaign programmes to 90K+ recipients across 6 audience profiles: lifted open rates from 15% to 20%, CTR from near zero to 3%, and generated 220+ qualified form submissions, with end-to-end ownership of messaging, targeting and commercial impact.
- Directed production of 50+ marketing assets and sales presentations across 4 cross-functional teams in agile sprints; reported KPI outcomes quarterly to the C-suite.
- Drove conversion optimisation on a 100K+ MAU platform using session replay, heat mapping and site analytics across key user journeys.

Digital Marketing Specialist · SEO & Media Relations · FocusEconomics Sep 2018 · Sep 2020

- Implemented SEO strategies contributing to 10M+ annual session growth; managed 15+ media partnerships and a B2B content programme spanning 30+ countries.

Marketing Assistant · FocusEconomics Mar 2017 · Sep 2018

- Owned weekly newsletters, website, blog and social channels; prepared monthly performance reporting.

BI & Project Planning Engineer · D&R; Book, Music & Entertainment Jan 2011 · Sep 2014

Leading Turkish retail chain · 100+ stores · 5,000+ SKU catalogue

- Delivered statistical demand modelling across 8 product categories; developed 10+ targeted campaigns and optimised stock allocation across 5+ store locations.

National Sales & Marketing Manager · Reeder (e-Book Co.) Jun 2011 · Nov 2012

- Owned national go-to-market strategy for a digital publishing product line targeting doctors, academics and youth segments; managed creative production and social listening.

Supply Chain & Planning Specialist · BSH Turkey (Bosch & Siemens Home Appliances) Jun 2010 · Jun 2011

- Improved inbound logistics and warehouse process design; delivered RF/RFID cost and technical analysis in the Strategy Development Department.

EDUCATION

PhD, Political & Social Sciences · Pompeu Fabra University 2016 · 2021

Thesis on cultural stratification in Spain · Published in Poetics (2021) · Advanced quantitative research & statistical modelling

Research Master, Sociology & Demography · Pompeu Fabra University 2014 · 2015

BSc, Industrial Engineering · Istanbul Technical University 2006 · 2011

Industry projects with Arçelik LG, Siemens, Mercedes Benz, Yapı Kredi · process optimisation, simulation & BI

SKILLS & TOOLS

CRM & Sales	Salesforce, Pardot, Marketing Cloud, 6sense, A/B testing, email automation
Analytics & BI	GA4, Power BI, Tableau, Looker, Data Studio, SQL, Python, R, STATA
Lead Gen	ABM strategy, segmented outreach, inbound demand response, pipeline qualification
Design & UX	Figma, Adobe XD, Illustrator, InDesign, Canva, session replay & heatmap analysis
Languages	Turkish (Native) · English (C1/C2) · Spanish (B2/C1) · Catalan (A2)

PROFESSIONAL AFFILIATIONS

Founder, Turkish STEM+ Society (2026) · PWN Barcelona · Women on Board Spain · Norrsken Barcelona · Barcelona Activa