

OLGUN AKTEPE

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PROFESSIONAL SUMMARY

Growth Marketing and GTM Operations Leader with 8+ years driving B2B revenue through integrated demand generation, marketing technology optimization, and cross-functional revenue alignment. Currently managing end-to-end marketing and revenue operations across 3 healthcare companies with proven results: \$2M+ pipeline influenced, \$750K closed-won revenue, 55% sales productivity improvement.

Expert in CRM enterprise implementation, demand generation strategy, paid media management (\$2.5M+ annual budgets), and AI-powered workflow automation. Skilled in building custom LLM applications, ML-based scoring engines, and marketing automation systems.

CORE COMPETENCIES

GTM and Revenue Operations: Revenue Operations, Marketing-Sales Alignment, Pipeline Attribution, Go-to-Market Strategy, Sales Enablement, Customer Journey Mapping, Closed-Loop Reporting

Demand Generation and ABM: Multi-Channel Campaigns, Account-Based Marketing, Paid Media Strategy, Lead Nurturing, Content Syndication, ZoomInfo, Clearbit, Intent Data

Marketing Technology: HubSpot (Advanced), Marketo, Salesforce, Google Analytics 4, Looker Studio, LinkedIn Ads, Google Ads, SQL, CRM Optimization

AI and Automation: Custom LLM Applications, AI-Powered Workflow Design, Zapier, n8n, HubSpot API Integrations, ML Scoring Engines, Predictive Analytics

PROFESSIONAL EXPERIENCE

Lead, Growth Marketing and GTM Operations

Molecular Designs | Birmingham, AL (Remote) | 10/2023 - Present

Marketing leader owning end-to-end strategy and execution across 3-company healthcare portfolio (Molecular Designs, Streamline Scientific, Lamda Biotech) serving hospitals, hospital laboratories, reference labs, and life science markets.

- Generated \$2M in marketing-influenced pipeline and \$750K in closed-won revenue through integrated demand gen programs spanning paid media, ABM, and email nurture; supported B2B SaaS deals (LIS/EHR, disease reporting software) with \$28-78K ACV and 3-6 month sales cycles
- Led cross-functional team of 3-6 as well as agencies and contractors across web design, creative, and content; owned vendor management, SOWs, and headcount planning
- Built revenue operations infrastructure from scratch: architected enterprise HubSpot CRM with custom lead scoring, multi-stage nurture workflows, sales-marketing SLAs, and executive dashboards, improving sales productivity 55%
- Achieved 28% MQL→SQL conversion and 72% SQL→Opportunity rate through optimized lead scoring and sales-marketing SLAs; shortened sales cycle by 25%
- Drove 55% of total pipeline through marketing-sourced programs at \$95 CPL and 5:1 LTV:CAC ratio; reduced CAC payback period to 8 months
- Built segmented nurture programs across 50K contact database achieving 4.8% CTR and 22% MQL conversion rate
- Developed custom AI-powered solutions: LLM-integrated quote generator achieving 40% faster turnaround and ML-based company fit scoring engine using intent signals and firmographic data with 35% improvement in lead qualification accuracy
- Designed AI-enhanced automation infrastructure using Zapier, n8n, and HubSpot APIs including automated lead routing, real-time data enrichment, and cross-platform sync, reducing manual processes 60%
- Managed \$150K+ annual paid media budget across LinkedIn Ads and Google Ads with full ownership of channel strategy, budget allocation, and quarterly forecasting
- Led market expansion into urgent care networks, securing 12 new enterprise partnerships through targeted ABM using ZoomInfo intent data

- Directed complete rebrand and website redesign for Lamda Biotech post-acquisition including new eCommerce platform, generating 25% increase in online product inquiries
- Created comprehensive sales enablement materials including pitch decks, product one-pagers, competitive battle cards, and customer case studies

Growth Marketing Lead

Crypto.com | Remote | 02/2021 - 08/2023

- Managed \$2.5M annual paid media budget influencing \$8M in B2B pipeline (merchant and institutional partnerships) and \$10M+ in consumer acquisition revenue; achieved 7:1 ROAS across global markets
- Developed enterprise partnership marketing strategies with UFC, NBA, and Formula 1, managing co-branded campaigns across global markets
- Analyzed data using Google Analytics 4 and custom dashboards to optimize campaigns, increasing user acquisition by 30%
- Increased website traffic by 50% through SEO initiatives and achieved 20% conversion rate on email marketing campaigns for new product launch
- Grew social media follower base to over 400K followers through partnerships and influencer collaborations

Web3 Marketing and Partnerships Manager

Gala Games | Remote | 01/2019 - 02/2021

- Managed \$750K annual marketing budget; built partner marketing program from scratch, securing 50+ influencer partnerships that increased brand awareness by 50% and drove 30% engagement growth
- Managed social media channels and Discord community of over 100,000 members
- Analyzed data and created reports to optimize marketing campaigns resulting in a 30% increase in engagement

Digital Marketing Strategist

All-In Sector Europe | Antwerp, Belgium | 12/2016 - 12/2018

- Led team to exceed software sales targets through successful digital marketing strategies
- Created supplier partnerships resulting in 39% cost savings in SaaS environment

EDUCATION

Master of Business Administration | Karel De Grote University, Belgium | GPA: 3.7

Bachelor in International Business Management | Karel De Grote University, Belgium | GPA: 3.7

Bachelor in Law | University of Antwerp, Belgium | GPA: 3.7

BS Cybersecurity (In Progress) | Western Governors University | Expected 05/2027

CERTIFICATIONS

HubSpot Marketing Software | HubSpot Inbound Marketing | Google Ads Search | LinkedIn Marketing Solutions | Google Analytics 4

LANGUAGES

English (Native) | Dutch (Native) | Turkish (Very Good) | French (Good) | German (Good)