Adem Ertaş



Marketing Operations Responsible

Marketing operations · logistics · digital projects — Istanbul, Türkiye

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PROFILE

Operations professional with 5+ years of experience working where marketing and operations meet. I take end-to-end ownership of B2B dealer networks, SAP-driven logistics and delivery-note processes, medical device regulation (ÜTS), corporate events and digital projects. My technical background means I can both build a process and run it.

EXPERIENCE

Marketing Operations Responsible
2026 — Present

Sonova Group · Istanbul

- End-to-end planning and execution of marketing operations
- Coordinating the dealer network, logistics and digital marketing processes
- Bridging teams to raise operational efficiency

Marketing Logistics
2025 — 2026

Sonova Group · Istanbul

- **B2B dealer operations & SAP:** managed marketing material requests (brochures, promotions) end to end; organised delivery notes, invoicing and shipping without error
- **Event coordination:** ran the operational, logistical and on-site processes of internal and external corporate events single-handedly
- **Digital project:** delivered the setup, design and content management of the corporate website
- **Regulation:** handled ÜTS (Product Tracking System) processes in line with the legislation

Logistics Specialist
June 2024 — 2025

Sonova Group · Istanbul

- Order handling, preparation, packing and shipping of hearing instruments for B2B dealers
- Ensuring shipments went out on time, complete and to quality standards

Warehouse Supervisor (promoted from warehouse staff)
2024

Holimer Pharmaceuticals & Health Services · Istanbul

- Led a team of five across daily order fulfilment, packing and shipping
- Tracked stock and prevented inventory discrepancies; worked cross-functionally with e-commerce and marketing

Warehouse Employee
2022 — 2024

Holimer Pharmaceuticals & Health Services · Istanbul

- Prepared daily e-commerce orders through the Wino order management system
- Issued delivery notes and invoices and kept stock records via BizimHesap

Field Operations Specialist
2021 — 2022

Gi Group · Istanbul

- Managed seasonal and daily workforce requests for HORECA clients end to end; sourced and screened candidates
- On-site coordination at large-scale events; SGK onboarding/offboarding and weekly payroll entries

Internship — C# Application Development
July — August 2019

Dentaş Yazılım A.Ş. · Istanbul

PROJECTS

AU İşitme Cihazları — corporate website
Built the corporate website for AU İşitme Cihazları, part of the Sonova Group, from scratch and ran design, content and publishing end to end.
auisitmecihazlari.com

Escape the Zombie 3D
First-person 3D demo built with Unity / C#.
github.com/ademeu/Zombie

Sunny Land 2D
2D platformer built with Unity.
github.com/ademeu/SunnyLand

Choose Right Heart
2D game built around a falling-hearts catching mechanic.
github.com/ademeu/Choose-Right-Heart

My Money 2D
2D game demo built around a coin-collecting mechanic.
github.com/ademeu/My-Money

EDUCATION

Anadolu University — Open Education
Social Media Management · associate degree · 2026 — ongoing

Nevşehir Hacı Bektaş Veli University
Computer Technology · associate degree · 2016 — January 2020

CERTIFICATES

- Game Development with Unity — Udemy (2021)
- Software Specialist — Kariyer Mimarı (2021)
- Android Software Development — Kariyer Mimarı (2021)
- Game Developer Course — Istanbul Aydın University (2022)

SKILLS

SAP ERP · ÜTS (medical device tracking) · Wino · BizimHesap · MS Office · B2B dealer management · Logistics & shipping · Event management · HTML / CSS · C# · C++ · Unity · Git / GitHub

LANGUAGES

- Turkish — native
- English — intermediate (reading/writing focus)
- Spanish — beginner

INTERESTS

Running, football, camping, drawing, travel, chess, Lego and game development.

REFERENCES

My managers at Sonova Group and Holimer — available on request.