

GOZDE BRYNNA GULTOPRAK

AWARD-WINNING SENIOR MARKETING & BRANDING EXPERT
PUBLISHED AUTHOR OF "AI-DRIVEN BRANDING"

CONTACT

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🌐 www.gozdegultoprak.com

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SKILLS

- Digital Marketing Tools:** Google Analytics, SEMrush, Sprout Social, HubSpot
- CRM Systems:** Salesforce, Zoho CRM, Mailchimp
- Content Creation Tools:** Adobe Creative Suite, Canva, Microsoft Office
- E-commerce & Data Tools:** Amazon FBA/FBM, Shopify, Etsy, eBay Analytics, Inventory & Fulfillment
- Web Analytics & Reporting:** Data Interpretation, A/B Testing, Conversion Rate Optimization
- Digital Marketing:** SEO, SEM, Social Media, Content Marketing, Email Marketing
- Analytics & Reporting:** Google Analytics, Data Interpretation, KPI Tracking
- Content Creation & Strategy:** Blogging, Social Media, Copywriting, Video Editing
- Project & Campaign Management:** Budgeting, Cross-functional Collaboration, ROI Analysis
- CRM & Marketing Automation:** Salesforce, HubSpot, Mailchimp, Sprout Social
- Design & Media Tools:** Adobe Creative Suite, Canva, Microsoft Office, Google Workspace

EDUCATION

Bachelor of Arts in International Relations
San Francisco State University

Bachelor of Arts in Sociology
San Francisco State University

Associate of Arts in Social and Behavioral Sciences
Mira Costa College, San Diego, CA

LANGUAGES

English

Turkish

Spanish

German

French

SUMMARY

Visionary and results-driven marketing leader with 15+ years of experience in branding, digital transformation, and strategic marketing across diverse industries, including eCommerce, healthcare, pharmaceuticals, finance, construction, real estate, technology, and AI-driven marketing. Proven expertise in developing and executing multichannel marketing strategies, optimizing paid and organic growth, and leveraging AI and data-driven insights to drive brand expansion, customer acquisition, and revenue growth.

A published author and thought leader in AI-driven branding, with a deep understanding of consumer psychology, digital innovation, and performance marketing strategies. Skilled in translating complex data into high-impact marketing campaigns, creating scalable digital ecosystems, and enhancing brand reputation through omnichannel engagement.

Adept at leading high-performing teams, managing multi-million-dollar budgets, and delivering measurable business results through SEO, paid media, conversion optimization, and advanced lead generation strategies. Passionate about disrupting industries with innovative marketing solutions, fostering business growth, and positioning brands for long-term success in highly competitive markets. Seeking to bring my strategic vision, leadership, and expertise to a forward-thinking organization dedicated to market innovation and transformative business success.

CORE COMPETENCIES

- Strategic Digital Marketing-** SEO, SEM, PPC, Social Media, Content Marketing, Lead Generation
- Brand Development & Positioning-** Market Differentiation, Customer Experience, Competitive Strategy
- AI & Data-Driven Marketing-** AI Applications in Branding, Automation, Predictive Analytics, Personalization
- Paid Advertising & Performance Marketing-** Google Ads, Meta Ads, Programmatic, Conversion Optimization
- Reputation Management & PR-** Online Reviews, Crisis Communication, Thought Leadership
- Leadership & Team Development-** Mentorship, Cross-Functional Collaboration, Talent Management
- Market Expansion & Business Growth-** Go-to-Market Strategy, Revenue Optimization, Customer Acquisition
- Strategic Planning & Budget Management-** Forecasting, ROI Maximization, Multi-Million Dollar Budgets

PROFESSIONAL EXPERIENCE

Marketing Director

Sandbox Resources

2023-2025

- Led and executed comprehensive branding, marketing, and digital growth strategies for 14 companies under the Sandbox Resources portfolio, overseeing all aspects of branding, marketing, website design, paid advertising, and reputation management for businesses generating a combined annual revenue exceeding \$100 million.

Key Achievements & Responsibilities:

- Developed and implemented strategic marketing initiatives that increased total revenue by 20%, contributing to over \$20 million in additional annual sales across all brands.
- Directed website development and UX optimization for 16 brands, increasing conversion rates by 30%, leading to millions in additional revenue from organic and paid traffic.
- Managed multi-million-dollar paid advertising budgets across Google Ads, Meta, and other platforms, achieving an average ROAS of 5-7x and scaling lead generation efforts.
- Scaled social media engagement by 400%, growing brand reach and community engagement across all platforms.
- Implemented high-impact lead generation strategies, resulting in a 40% increase in inbound leads, driving sustainable growth.
- Led email marketing automation, increasing customer retention rates by 35% and generating over \$10 million in recurring revenue.
- Executed reputation management initiatives, improving online ratings by an average of 1.5 stars across Google, Yelp, and industry review platforms.
- Conducted in-depth market research and competitor analysis, refining brand positioning and expanding market share by 15% in key regions.
- Orchestrated multi-channel marketing campaigns, leveraging organic content, influencer partnerships, and PR strategies that reached over 50 million consumers annually.
- Provided high-level strategic marketing leadership, ensuring each brand maintained a dominant industry presence while maximizing ROI and long-term brand equity.

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VOLUNTEERING

- The Arbors at Rancho Penasquitos Senior Living & Alzheimer's (Actively Volunteering since 2006)
- Association of Turkish Americans of Southern California – *Committee Chair*
- Catholic Charities CYO San Francisco – *Immigration Consultant, Event Coordinator*
- Father Joe's Villages – *Volunteer*
- Jackie Robinson Family YMCA – *Volunteer*

CERTIFICATIONS

- Google Analytics Certification
- Google Fundamentals of Digital Marketing
- Google Ads Measurement Certification
- HubSpot Content Marketing
- Google Attract and Engage Customers with Digital Marketing
- SEMRush SEO Toolkit Course
- HubSpot Social Media Marketing Certification
- Google Digital Marketing & E-Commerce Specialization
- Hubspot Digital Marketing Certification
- Google From Likes to Leads: Interact with Customers Online
- Hootsuite Social Marketing Certification
- LinkedIn Marketing Strategy
- Excellence in Client Advocacy Award
- Leadership in Digital Transformation
- The Data Science of Government & Political Science
- Leading in Crisis
- Cybersecurity Foundations: Governance, Risk, and Compliance (GRC)
- Marketing Foundations
- Nano Tips for Resolving Conflict
- Ethics in the Age of Generative AI
- Generative AI: The Evolution of Thoughtful Online Search
- Streamlining Your Work with Microsoft Copilot
- Learning Microsoft 365 Copilot
- Generative AI Skills for Creative Content: Opportunities, Issues, and Ethics
- Introduction to Prompt Engineering for Generative AI
- Excel with Copilot: AI-Driven Data Analysis
- What Is Generative AI?
- Copilot in PowerPoint: From Prompt to Presentation
- AI Productivity Hacks to Reimagine Your Workday and Career
- Build Your Generative AI Productivity Skills with Microsoft and LinkedIn
- Real Estate Analysis Foundations
- And more in the list..

REFERENCES

References available upon request

PROFESSIONAL EXPERIENCE

Founder

Best Global Agency

2008-2024

- Founded and built Best Global Agency, a full-service marketing and branding agency providing end-to-end solutions for businesses worldwide. Led the agency in delivering branding, marketing, website design, paid advertising, reputation management, and digital transformation services, completing over 5,000+ successful projects for more than 100+ clients across diverse industries over the past 17 years.

Key Achievements & Responsibilities:

- Led strategic branding & digital transformation for businesses, ensuring consistent messaging, market differentiation, and industry dominance.
- Designed & developed 500+ websites with high-converting UX/UI, SEO optimization, and seamless eCommerce integrations.
- Managed multi-million-dollar advertising campaigns across Google Ads, Meta, LinkedIn, and Amazon, achieving 5-8x ROAS for clients.
- Executed data-driven growth strategies, increasing organic traffic by 300% and scaling paid media performance for businesses.
- Specialized in reputation management & crisis communication, improving online brand perception and mitigating PR risks.
- Developed & implemented SEO & content marketing strategies, resulting in high-ranking web presence for clients across competitive industries.
- Provided full-scale social media management & influencer collaborations, driving brand awareness, engagement, and conversions.
- Optimized lead generation & conversion funnels, helping clients scale revenue & customer acquisition.
- Consulted & advised Fortune 500 companies, startups, and SMEs, creating custom marketing blueprints tailored to industry needs.
- Built and led high-performance marketing teams, collaborating with designers, developers, copywriters, and ad specialists to execute top-tier campaigns.
- Maintained a 95%+ client satisfaction rate, ensuring long-term partnerships and sustainable business growth for clients.

Private Marketing Consultant & Brand Strategist

Coldwell Banker Realty Global Luxury Realtors

September 2020 – November 2024

- Led the branding, marketing, and digital strategy for elite realtors, directly driving their success to the top 10% in the U.S. and top 12% internationally. Through cutting-edge brand positioning, high-converting digital campaigns, and strategic marketing execution, I transformed my clients into industry leaders, setting them apart in the highly competitive luxury real estate market.

Key Achievements & Responsibilities:

- Engineered the rise of top-performing realtors, using advanced branding, lead generation, and digital marketing strategies to elevate them into the top 10% nationally and 12% globally.
- Built and executed multi-million-dollar marketing campaigns, achieving 5-8x ROAS through Google Ads, Meta, LinkedIn, and targeted luxury advertising.
- Designed and optimized high-end real estate websites, increasing organic traffic and doubling high-net-worth buyer inquiries.
- Led comprehensive SEO and content strategies, securing top search rankings for luxury realtors and boosting organic lead generation by 300%.
- Drove social media dominance, increasing engagement by over 40%, positioning clients as thought leaders in the luxury market.
- Developed influencer and high-profile brand collaborations, exponentially expanding brand credibility and reach in exclusive, high-net-worth circles.
- Implemented elite reputation management and PR strategies, ensuring flawless digital presence and high-converting personal branding.
- Created personalized luxury client experience strategies, crafting exclusive branding elements and tailored digital assets to attract and retain ultra-high-net-worth buyers.
- Launched targeted video marketing campaigns, producing visually compelling property showcases that led to a 50% increase in listing engagement and faster property sales.
- Leveraged AI-powered marketing tools, optimizing ad performance, audience segmentation, and predictive analytics to increase lead quality and conversion rates.

Every client I worked with achieved a ranking in the top 10% of realtors in the U.S. and top 12% internationally—a direct result of my expertise in branding, marketing, and strategic positioning. My ability to craft powerful digital identities, create high-impact marketing campaigns, and optimize lead conversion transformed their businesses and elevated them to elite industry status.

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- Father Joe's Villages – *Volunteer*
- Jackie Robinson Family YMCA – *Volunteer*

CERTIFICATIONS

- Meta Certified Digital Marketing Associate
- Google Ads Search Certification
- Amazon Advertising Sponsored Ads Certification
- HubSpot Email Marketing Certification
- Microsoft Advertising Certified Professional
- Google Ads Display Certification
- SEMRush Content Marketing & SEO Fundamentals
- LinkedIn Certified Marketing Insider
- Google Ads Video Certification
- Google Shopping Ads Certification
- Google Ads Apps Certification
- Google Ads Measurement Certification
- Meta Certified Community Manager

PROFESSIONAL EXPERIENCE

E-Commerce Specialist & Multi-Platform Store Creator

Estee International

2010-2024

- Managed the end-to-end development and optimization of multi-platform eCommerce stores, driving revenue growth and enhancing brand visibility across Amazon, Shopify, and other digital marketplaces. Developed and executed SEO-driven product listings, A+ content, and conversion-focused storefronts to maximize sales performance.

Key Achievements & Responsibilities:

- Designed and launched high-performing digital storefronts, optimizing UX and product presentation to boost conversions.
- Developed and implemented SEO, PPC, and paid advertising strategies, increasing traffic and customer acquisition.
- Created compelling A+ Content, enhanced product descriptions, and persuasive visual assets, improving search rankings and sales.
- Managed inventory optimization and eCommerce analytics, ensuring seamless operations and data-driven decision-making.
- Conducted competitive research and pricing strategies, maintaining a strong market position in the eCommerce landscape.

Digital Marketing & Branding Specialist | Brand Ambassador

The Genius Brand

2016–2023

- Played a pivotal role in branding, digital marketing, and community engagement for The Genius Brand, a leading name in the health and wellness industry. Spearheaded SEO, paid media, content marketing, and influencer collaborations, driving brand awareness and customer acquisition. As a Brand Ambassador, actively promoted the brand, enhancing visibility and trust through strategic outreach and content creation.

Key Achievements & Responsibilities:

- Developed and executed integrated digital marketing strategies, increasing customer engagement and boosting revenue.
- Led SEO-optimized content marketing, improving search rankings and driving high-intent organic traffic.
- Managed paid advertising campaigns across Google Ads, Meta, and influencer partnerships, achieving a high ROAS and increased conversions.
- Created and optimized brand messaging, visual content, and social media presence, ensuring consistency and impact across digital platforms.
- Engaged in brand ambassador initiatives, leveraging social proof, community engagement, and influencer partnerships to enhance brand credibility.
- Provided market research and data-driven insights, continuously refining marketing strategies to maximize brand reach and customer loyalty.

Websites I've Built

Just a few of the many sites I've created in the last 3–5 years—each one engineered for visibility, strategy, and measurable impact.

- Evoscapes – evoscapes.com
- Eco Home Builders & EHB Custom Homes – ecohomebuildersinc.com
- Amaro Design Center – amarodesigncenterinc.com
- Evo Drywall – evodrywall.com
- Ellen Bryson & Wendy Choisser Realtors – ellenwendyrealestate.com
- Pure PWR Pools – purepwrpools.com
- Sequoia Roofing – sequoiaroofing.com
- Sandbox Resources - projektsandbox.com

REFERENCES

References available upon request

PROFESSIONAL CERTIFICATIONS



- Streamlining Your Work with Microsoft Copilot
- Learning Microsoft 365 Copilot
- Generative AI Skills for Creative Content: Opportunities, Issues, and Ethics
- Introduction to Prompt Engineering for Generative AI
- Excel with Copilot: AI-Driven Data Analysis
- What Is Generative AI?
- Copilot in PowerPoint: From Prompt to Presentation
- AI Productivity Hacks to Reimagine Your Workday and Career
- Build Your Generative AI Productivity Skills with Microsoft and LinkedIn
- Generative AI: The Evolution of Thoughtful Online Search
- Nano Tips for Resolving Conflict
- Leading in Crisis
- The Data Science of Government and Political Science
- Neuromarketing: Tap Into your Customer's Primal Brain
- Lead Generation: Multichannel PPC Strategy
- Generative AI for Digital Marketers
- How to Write a Marketing Plan
- Conflict Resolution Foundations
- Marketing Foundations
- Cybersecurity Foundations: Governance, Risk, and Compliance (GRC)
- Advanced Facebook Advertising
- Generative AI for Marketing with Microsoft 365 Copilot Professional Certificate
- Mailchimp Email Marketing Certification
- Canva Design School – Branding & Marketing Essentials
- TikTok Academy – TikTok Ads Mastery

PROFESSIONAL CERTIFICATIONS



- Introduction to Front-End Development - META
- Learning Microsoft 365 Copilot
- Amazon Sponsored Ads Advanced Certification
- Amazon Leverage Stores for Brand Growth Certification
- Amazon Ads Advanced Retail Certification
- Optimize Your Sponsored Ads Campaigns (Amazon Learning Console)
- Google Ads Search Certification
- Google Ads Display Certification
- Google Shopping Ads Certification
- Google Analytics 4 Certification
- Meta (Facebook) Certified Digital Marketing Associate
- Helium 10 Academy Certification
- Shopify Partner Academy Certification
- HubSpot Inbound Marketing Certification
- Amazon DSP Certification
- Amazon Retail for Advertisers Certification
- SEMrush SEO Fundamentals Certification
- SEMrush Keyword Research Certification
- SEMrush Content Marketing Toolkit Course
- Google Digital Garage – Fundamentals of Digital Marketing
- YouTube Creative Essentials (YouTube Creator Academy)
- Hootsuite Social Media Marketing Certification
- LinkedIn Marketing Strategy Certificate (LinkedIn Learning Free Trial)
- Twitter Flight School – Marketing Leadership Badge
- Coursera Meta Social Media Marketing (Free Audit Mode)