

Atakan Saraçoğlu

Marketing Manager

With a strong creative background in web and graphic design, I spent 4 years at Rixos Hotels, where I gained deep expertise in corporate brand communication, visual identity, and customer-focused design.

In recent years, I've expanded my experience into international event and operations management across the UK, Germany, Egypt, Istanbul, and Cappadocia. This multidisciplinary journey has shaped me into a marketing professional who understands both field execution and strategic vision. I now aim to bring this experience into a forward-thinking solar energy brand through a brand manager role that values sustainability and innovation.



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Education

Atatürk University – Bachelor's Degree in Advertising

A four-year undergraduate program combining theoretical knowledge with creative advertising practices.

Latest Experiences

Marketing Manager

Continental Travel Show – 2021 - Present

Leading brand strategy, digital marketing campaigns, and operations for international tourism events across the UK, Germany, Egypt, Istanbul, and Cappadocia.

Assistant Marketing Manager

Rixos Hotels – 2020 - 2021

Co-managed marketing activities and internal campaigns, collaborating with creative teams to maintain brand consistency.

Graphic Designer

Rixos Hotels – 2017 - 2020

Developed corporate visual identity and promotional materials; contributed to brand communication through creative design work.

Language

English – C1 level, internationally certified by British Educational Affairs (BEDAF)

Fluent in speaking and writing; proficient in business communication and presentations.

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Publications

Entrepreneurship with Artificial Intelligence: The Art of Making Money (Turkish)

Published by Kitapyurdu, 2024

A practical guide to leveraging artificial intelligence in entrepreneurship, generating business ideas, and earning in the digital age.

Link:

<https://www.kitapyurdu.com/kitap/yapay-zeka-ile-girisimcilik-para-kazama-sanati-/659106.html>



Latest Works

March 2025

Continental Travel Show - B2B Tourism Workshop at Ajwa Hotels Cappadocia



February 2025

Continental Travel Show - B2B Tourism Workshop at Raffles Istanbul Zorlu Center



February 2025

Continental Travel Show - After Party Queen Tribute Concert at Rixos Tersane Istanbul



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November 2024

Continental Travel Show - B2B Tourism Workshop at The Landmark London Hotel, UK



Brand Developments

Rixos Hotels

I played an active role in the creation and development of several Rixos sub-brands, including Rixos Sports Academy, Rixy Kids Club, and some The Land of Legends themed campaigns. My contributions spanned brand design, visual production, and video editing. I was deeply involved in the implementation of corporate identity and the creation of creative content across various channels.

Continental Travel Show

I developed the entire brand identity, market strategy, and website design for Continental Travel Show. I led all aspects of event production, including photography and video editing. I also managed the ticketing operations for the Queen Sensation concert at Rixos Tersane Istanbul across platforms such as Biletix, Passo, Biletinial, and Bubilet. The campaign strategy, advertising assets, and all key visuals were fully designed and executed by me.

Technical Knowledges

All Adobe Creative Cloud Apps

Proficient in Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Audition, and InDesign. I have advanced expertise in photo and video editing, motion graphics, and visual design workflows using industry-standard tools.

Photoshoot & Videoshoot Experience

Extensive hands-on experience in both photography and videography. Skilled in using a wide range of professional cameras and equipment, regardless of brand, for creative and commercial shoots.

Google Ads & Meta Business Suite

Experienced in managing digital marketing campaigns across Google and Meta platforms. Competent in designing creatives, setting up and optimizing ad sets, audience targeting, budget management, and performance analysis.


Apple Ecosystem Fluency

Comfortable working within the Apple ecosystem, with hands-on experience across macOS, iOS, and iPadOS. Skilled at maintaining an efficient and integrated workflow using Apple hardware and productivity tools.

Ahkan Saracoglu

Certificates

 **Basics of Digital Marketing**
Google
Yayınlama Nis 2020
Yeterlilik Kimliği GXA 4BS TVC

 **Google Adwords**
United Latino Students Association

 **IHA - 1**
SHGM / Sivil Havacılık Genel Müdürlüğü
Yeterlilik Kimliği TR-IHA1H4409514

My Value Proposition



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I'm a multidisciplinary professional focused on delivering creative and strategic solutions by blending diverse skill sets. I'm eager to contribute to impactful brand projects, bring added value through collaboration, and thrive in dynamic team environments.

Having lived and worked across different countries—including the UK, Scotland, Germany, Egypt and Türkiye—I bring a truly global perspective to the table. This international exposure has shaped how I approach branding, communication, and problem-solving. I value culturally diverse workspaces and believe that creativity grows stronger when combined with real-world experiences across borders.

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References

Onur Korkmaz

CEO at Continental Travel Show - +90 539 224 00 27

Ertan Purcuklu

Event Management Director at Rixos Hotels - +90 530 225 90 66

Hakan Varlı

CEO at Naviera Yachting - +90 530 200 98 71

Legal Informations

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