

İpek Karadağ

Turkey Managing Director at Phorm

Türkiye

| Bilgi Teknolojisi ve Hizmetleri

Şu Anda Phorm

Önceki DOĞAN ONLINE - MEDYANET,

DOĞAN ONLINE,

DOĞAN ONLINE - EKOLAY.NET

Eğitim Middle East Technical University

Professional Skills & Topics :

Online Advertising - Product & Sales & Operation -
Project Management, Mobile Marketing- Product & Sales & Marketing, Digital Media Solutions - New
Business, Partnering Solutions & Business Engagement, Social Media Management & Campaign
Design, Platform Based App. Solutions, Marketing Strategy Design for Cross Platforms, Product
Architecture, Product Management, Change Management for Media Companies - Consulting for
Digitalizing of Conventional Business Lines, New Business Development, Online Video Content
Strategy & Sales, SEM, BT Technologies & Solutions, Business Development for Publishers,
Valuation Strategy for Online Publishers (Mobile & Web).

Deneyim



Turkey Managing Director

Phorm

Nisan 2012 - Günümüz (3 yıl) İstanbul, Türkiye

Phorm is a global personalisation technology company that makes content and advertising more relevant to consumers. Our innovative platform delivers a more interesting online experience, with industry-leading privacy standards.

Phorm's partners include leading Internet Service Providers (ISPs - fixed and wireless), Publishers, Ad Networks and Advertisers.

Portals & Operation Group Coordinator

DOĞAN ONLINE - MEDYANET

Şubat 2008 - Nisan 2012 (4 yıl 3 ay)

Medyanet ; leader of digital advertising market. Focuses on five main digital business lines : Display, Mobile, Video, SEM & SEO, Social Media. Official partner of Facebook since 2009.

Group President of Thematic Channels

DOĞAN ONLINE

2007 - 2008 (1 yıl)

Entertainment Channels Manager

DOĞAN ONLINE - EKOLAY.NET

2004 - 2007 (3 yıl)

ekolay.net
Dogan Online
2003 - 2006 (3 yıl)