



FATİH MURAT EYİOĞLU

Growth Strategist & Innovation
Executive | Business
Development & Digital
Transformation Director | AI
Specialist in Corporate Growth

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Professional Summary

With over 26 years of experience, I am a results-driven executive specializing in AI-powered business development, digital transformation, and team leadership, accelerating companies' growth objectives rapidly and sustainably. Across various industries, I have scaled growth for both corporates and startups through new revenue models, digital sales, and team efficiency.

I have led the creation of new customer acquisition and revenue streams via proven growth strategies on platforms such as Meta, Google, and LinkedIn. By simplifying complex processes and implementing automation, I have coached sales teams and delivered measurable value.

I have conducted extensive research and initiatives for international markets and developed advanced marketing strategies. My actions in business development, combined with my solution-oriented, agile, and value-driven coaching and mentoring expertise, set me apart as a professional.

My objective:

To lead a company's growth and business development team, rapidly increasing revenues and establishing sustainable competitive advantage through AI-powered marketing, sales, and customer experience.

Key Competencies

- Growth Marketing & Digital Strategy
- E-commerce Management, Implementation, Modelling, and Infrastructure
- Google Services (Ads, Search Console, Drive, Gemini)
- Meta (Meta Business, Instagram, Facebook, Whatsapp)
- LinkedIn Account Management, Content Creation, Modelling, Advertising
- Artificial Intelligence Applications
- Content Production & Publishing
- Digital Publishing and Planning
- Franchise and Branding Management
- Brand Management & Positioning
- Social Media Management and Modelling
- Sales Management and Training
- CRM & Data Analytics / Big Data
- Live Streaming & Online Platform Setup
- Team Management, Coaching & Mentorship
- Technical Project Management
- Data Protection (KVKK) and Information Security

Technical & Digital Skills

- MS Office, WordPress, Google Services (Ads, Analytics, Workspace, Search Console, etc.)
- BigData, Data Management
- MacOS, Linux, Windows, Server Software
- Adobe Creative Cloud (Photoshop, Premiere, Illustrator, Audition, Firefly, etc.)
- AI-powered Content & Automation Tools
- CRM (Zoho, Hubspot, etc.), Data Analytics
- Live Streaming Platforms, OBS Studio, etc.

Professional Experience

Founder, atolyework

April 2016 – Present | Istanbul

- Founded and managed a 360° digital communications agency.
- Directed branding, digital campaigns, and content production processes for 150+ corporate clients.
- Increased clients' online sales by an average of 30% through digitalization and business development projects.
- Led, strategized, and executed over 100 teams and projects.
- Managed large-scale digital transformation and marketing initiatives.

Founder, Wordpress Dubai, Wordpress Istanbul, Startup Wordpress

2022 – Present | Dubai & Istanbul

- Delivered digital asset, web project, and consultancy services in Dubai and Turkey.
- Developed corporate websites, e-commerce, personal branding, and educational projects.
- Managed customer relations in both local and global markets.

Founder, Bilgi Iletim

2005 – 2025 | Istanbul

- Managed 100+ projects in education, consultancy, and live streaming technologies.
- Provided business development, digitalization, and content strategy consultancy for major corporations.

Trainer, TEDi Eğitim Danışmanlık / Yeditepe University

2017 – 2020

- Delivered sales, innovation, brand management, and digitalization trainings.
- Designed and conducted custom seminars and workshops for leading organizations.

Technical Coordinator, BOYUTSUZ VR & 3D Studio

2015 – 2020

- Technical project management and leadership in VR, 3D modelling, and innovative technology projects.

Business Development, Infomag Publishing / Doğuş Media Group

2003 – 2011

- Led business development and managed the first news portal and media group projects in Turkey.
- Directed sales, advertising, content, and online platform setups.
- Coordinated magazine, web, and TV live broadcasting.
- Managed call center operations and delivered customer relations and sales training.

Education

Anadolu University, Media and Communication (Ongoing)

Certifications

- Turkish Cuisine Certificate Program (Anadolu University, 2024)
- Government Incentives and Grants Training (Başkent University, 2023)
- Fundamentals of Google Digital Marketing (Google, 2023)
- ISO 27001 Information Security Management System (TOBB ETÜ, 2020)
- YouTube Content Creator Academy (2020, 4 modules)

Other Information

- Language: English (Intermediate)
- References: Available upon request
- Interests: Digital art, content production, travel, emerging technologies