

RAMAZAN YUKSEL

DIGITAL PRODUCT & MARKETING EXECUTIVE MANAGER



CONTACT

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PROFILE

- Senior level of Management, building and guiding teams to deliver great digital experiences. Expert in Digital, Marketing and communication.
- International Experience, board member, Private Equity experience with double digit growth and successful exit.
- Innovative and analytical mind. Creative, yet pragmatic. Obsessed by efficiency, performance and quality. Open-minded profile, Intuitive observer with strong interpersonal skills.
- INTJ Profile called “Architect” according to Myers & Briggs Personality types. See detailed profile [here](#)

EXPERTISE

Digital Platforms & Marketplaces

Real Estate and Automotive industries

Digital Product Strategy

B2B & B2C Marketing

Brand, Communication & Copywriting

UX / CX

EDUCATION

2007

Master Degree - Crosscultural
Management & International Business
Université de Haute Alsace - France

-Work placement in Scotland - 6 Months-

2005

BA - Business Administration
University of Lincoln - UK

2004

D.U.T - Marketing Techniques
IUT Colmar - France

2001

BAC - Industrial and technical sciences
Lycée Th. Deck - France

-A-Level with honors-

3 SUCCESSFUL ERAS WITHIN ATHOMEGROUP

1

atHomeGroup being part of REA Australia Group

2010 - 2017

Benefiting from international expertise to deliver continuous exponential double digit growth.



REA Group

First as **Marketing and Communication Manager** from 2010 to 2016

- Scaling a team from 3 to 15 people. Structuring capabilities with Traffic, Brand, B2B Marketing and creating a digital product team.
- B2B Customer Product launches. Replicating and adapting locally Product structure and model from REA Group Australia.
- Traffic Management, acquisition on both organic and paid search (SEO / SEA), growing communities on social media channels. Growing from 300k monthly sessions to over a million.
- Brand Management, launch of yearly branding campaigns, from concept to copywriting and media buying. Resulting of an undisputable leadership position with more than 90% brand awareness in Luxembourg.
- Launch of first mobile native apps and mobile marketing strategy from user acquisition to engagement through habit forming experiences.

Then joining International team as **Senior Product Manager** in 2017

- Joined a newly created International team to support and integrate acquisition of Property Portals group in South East Asia.
- Analysis of best practices in Australia and workshops with local teams in Kuala Lumpur to understand consumer and customer needs.
- Recommendations and strategy for replicable product capabilities across all Asian Markets.

KEY ACHIEVEMENTS

- Scaled, structured an engaged a team of 15 people to deliver strong growth.
- Successful B2C & B2B Product launches with customer satisfaction above 90%.
- Yearly Branding campaigns reinforcing undisputed Brand Awareness.
- Traffic multiplied by three, reaching monthly a million session.
- Only “Non-Australian” who joined the REA Group International team.

LANGUAGES

- **French** - Native
- **English** - Fluent
- **German** - Intermediate
- **Luxembourgish** - Beginner
- **Turkish** - Native

INTERESTS

Real Estate Agent

Exam Passed in 2022

Creative Writing

Creative writing with satire style. Love metaphors and puns.

MBTI personality types

Strong interest in MBTI personality types, human behaviors. My profile [here](#).

Sketch drawings

Drawing 3D perspectives and various shapes.

REFERENCES

Soufiane Saadi

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Alain Fontaine

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Owned by PE Oakley Capital Investment Ltd

2017 - 2020

New era of Private Equity owning atHome.lu in Luxembourg and Casa.it in Italy.

 Oakley Capital

As **Head of Product & Marketing** for Luxembourg and Italy

- Building and leading a product team of 5 people across Luxembourg and Italy with Product Managers, Product Owners, UX/UI Designers.
- Replatforming atHome.lu website and apps with new technology stacks and mobile first search experience. Making scalable resources across countries.
- New digital customer product suite with native ads display on any device; increasing monetization opportunities.
- Acquisition and rebranding of atHomeFinance and Luxauto.lu
- Key stakeholder in company growth with successful new product launches generating incremental subscription revenues.

KEY ACHIEVEMENTS

- Scaling product capabilities & resources across countries to gain efficiency.
- Delivered new responsive experience extending monetization opportunities
- Involved in successful exit, doing management presentation.

3

Owned by PE Mayfair Equity Partners

2020 - 2024

Building a property ecosystem, monetizing new streams, growing automotive classifieds.

 MAYFAIR
EQUITY PARTNERS

As **Chief Digital Officer** (CPO - CMO) at Group Level

- Building and leading teams of 12 people with integrated Product, Marketing and Brand functions serving all business units.
- Definition of product roadmaps and marketing strategies at the group level for both property and automotive classified platforms.
- Service design and user experience, digitalizing mortgage brokerage and integrating within property search ecosystem.
- B2B Product and Pricing Strategy in adverse markets supporting double digit growth for automotive classified and protecting revenues on property market.
- B2C Pricing strategy on online private sellers, growing revenues by 300%.
- Traffic acquisition optimized channels, exploiting owned channels, email automation, creating content and reducing by half paid marketing.

KEY ACHIEVEMENTS

- Product & Pricing Strategy delivering double digit growth.
- New Market positioning with full property ecosystem Search - Finance - Sell.
- Board Member of atHome Group and Taxx.lu, the tax declaration platform.

PREVIOUS EXPERIENCES

Product Marketing Officer

2009

Editus Luxembourg - Yellow Pages

- Customer segmentation and launch of marketing initiatives to support sales.
- Print and digital Yellow Pages product improvement and recommendations.

International Marketing Specialist

2008

Schaeffer Productique SA - Cologne Germany

- Prospection customers for ERP textile industry in Germany.
- Content Marketing on company website pushed to potential prospects.