

OĞUZ ATALAY

Influencer Marketing Manager | Digital Assets Marketing Operations

İstanbul, Türkiye | +90 543 772 50 66 | oguz@oguzatalay.work | linkedin.com/in/oguzatalay96 | oguzatalay.work

PROFESSIONAL SUMMARY

Influencer Marketing Manager with 10+ years of experience spanning two connected chapters. Career started in traditional influencer marketing, building and scaling creator programmes for consumer, gaming, and technology brands while managing 150+ campaigns and a 200+ creator/KOL network for companies including Red Bull, ASUS, HP OMEN, Migros, Koton, and DeFacto. Since 2022, expanded into blockchain and digital-asset ecosystems — continuing to lead influencer/creator marketing alongside broader marketing operations, partnerships, and community management for Metafluence, adidas Originals: Into the Metaverse, and Yuga Labs, covering blockchain launch communication, crypto KOL coordination, on-chain/market intelligence, and community management. Skilled in creator sourcing and negotiation, brief development, budget management, cross-functional production, and executive reporting.

CORE COMPETENCIES

- 360° Campaign Operations: End-to-end planning and execution across digital, social, PR, creator, gaming, and experiential channels.
- Influencer & Creator Partnerships: Creator discovery, negotiation, briefing, activation coordination, content approval, and long-term ambassador management.
- Digital Asset & Blockchain Marketing Operations: Blockchain launch communication, crypto KOL coordination, community management, and on-chain/market analysis.
- Budget & Stakeholder Management: Campaign budget planning, multi-stakeholder approval processes, vendor coordination, and executive communication.
- Marketing Reporting & Analysis: KPI dashboards, ROI and CAC analysis, campaign retrospectives, and C-level reporting.
- Growth & Acquisition: Creator-led growth strategies, audience segmentation, and acquisition funnel design.

PROFESSIONAL EXPERIENCE

Independent / Contract, Remote

May 2025 – Present

Independent Consultant — Community Operations & Creator Partnerships

- Advise founders and marketing teams on bridging traditional brand strategies with community-led growth and digital-asset ecosystems.
- Build campaign playbooks, creator outreach frameworks, briefing structures, and KPI trackers across X, Discord, Telegram, YouTube, TikTok, and Instagram.
- Coordinate creators, community management teams, and external partners to drive product education, user onboarding, and community-led acquisition.
- Translate commercial goals into executable creator shortlists, content workflows, and stakeholder-ready reporting for both established brands and digital-asset/blockchain clients.

Yuga Labs, Contract-Based

May 2024 – Apr 2025

Marketing Operations & Partnerships Consultant

- Executed digital asset and blockchain launch marketing workstreams for Yuga Labs initiatives, bringing together creator output, community signals, and market movement into executive-ready reporting.
- Coordinated 50+ top-tier blockchain creators and KOLs, standardizing content approval workflows and creator activation processes across ApeChain Alpha launch operations and Project Dragon.
- Drove Project Dragon / Otherside launch communications, aligning creator output and market context across product, marketing, and executive stakeholders; launch activity reached 1.2M+ impressions, 12.5K+ likes, and 2,264 active players.
- Delivered weekly market intelligence reports analyzing on-chain indicators, audience/community metrics, and competitor activity, including consumer brand partnership opportunity research.
- Developed go-to-market research, competitor analyses, and opportunity-mapping files for Yuga Labs' digital asset and metaverse ecosystems.

adidas Originals: Into the Metaverse, Contract-Based

Oct 2022 – Nov 2023

Marketing Operations & Partnerships Consultant

- Led digital product and audience launch communication during the migration to the ALTS by adidas dynamic NFT collection, translating complex mechanics (utility, transferability, metadata) into clear audience-facing messaging.
- Managed Türkiye and MENA Phase 2 digital-to-physical claim workflows, resolving shipping, customs, and user-support bottlenecks across global merchandise fulfillment.
- Moderated high-visibility live audience sessions and AMA formats covering secondary-market context, future drops, and ecosystem partners including Bored Ape Yacht Club and GMoney.
- Operated across a premium digital product ecosystem with 6,755 holders, 72.7% brand loyalty, and \$93M+ secondary-market volume, decoding holder context for clearer brand communication.
- Aligned critical communication and escalation paths between brand, audience, and digital asset stakeholders during sensitive rollout periods.

Metafluence, Project-Based

Mar 2022 – Sep 2022

Influencer Marketing Manager

- Scouted, negotiated with, and onboarded 80+ top Turkish creators and crypto KOLs during the platform's launch and post-IDO expansion phase.
- Standardized PR and influencer marketing operations by building automated creator briefs, KPI dashboards, and streamlined campaign reporting workflows.
- Executed the 15-influencer TIBIT private-sale activation end to end, connecting creator output with launch-stage acquisition goals; campaign supported 305 transactions and \$50K in seed funding.
- Designed a repeatable Türkiye creator acquisition and activation system linking scouting, negotiation, briefing, KPI tracking, and reporting.
- Mapped crypto-native audience segments, KOL categories, and trust-building content angles to strengthen acquisition and launch communication.

2Gether, Full-Time

Sep 2021 – Feb 2022

Social Influencer Marketing Manager

- Owned end-to-end creator campaign operations for Franke, Alix Avien, and LC Waikiki, covering creator discovery, budget negotiation, briefing, QA approvals, and publishing.
- Expanded the agency's creator roster across fashion, lifestyle, and FMCG sectors, using engagement and audience-fit analytics to improve portfolio quality.
- Produced C-level performance reports for brand teams, connecting campaign ROI, CAC impact, and recurring budget rationale.
- Standardized briefing, content review, and reporting expectations across creators and brand stakeholders, improving campaign handoff quality.

H2O United, Full-Time

Jul 2020 – Aug 2021

Projects & Influencer Marketing Manager

- Orchestrated concurrent high-pressure influencer campaigns, PR distributions, and production workflows for DeFacto, Koton, ETI, Migros, Reeder, Realme, and Casper.
- Delivered the Migros #ReyonSavaşları TikTok campaign, coordinating 12 top-tier creators and driving 6.7M views, 3.4M comments, and 74% engagement, launching the brand's TikTok presence with widespread industry PR coverage.
- Executed major creator-led activations: DeFacto #HavalıveRahat (3.1M views), Koton #EtiketleriÇıkar (6.3M views, 630K likes), and ETI #eticinlegülümse (15.4M views, 685K likes).
- Directed cross-functional production teams, vendor coordination, client approvals, and large campaign budgets across parallel FMCG, fashion, and retail operations.
- Planned creative sprints, budgets, and timelines for fast-moving retail and FMCG campaigns, generating 450K+ organic engagements within 48-hour windows.

Influencer Marketing Manager

- Joined as a founding member (within the agency's first 4 employees) and built the influencer marketing function from the ground up, scaling the creator network to 100+ active profiles across gaming, technology, and lifestyle.
- Directed 360-degree event and production programs for global technology brands including ASUS, AMD, HP OMEN, and Red Bull, coordinating creator teams, production crews, and global stakeholders.
- Orchestrated the ASUS ROG Party 2019 activation achieving 15M impressions and 3.5M views, aligning sponsor goals, creator participation, and event production.
- Managed HP OMEN gaming creator activations including the LoL Challenge (1.8M views, 162K likes, 1,200 participants) and oversaw creator mechanics, live audience participation, and campaign reporting.
- Produced Red Bull gaming and esports activations including GIST 2020, MEO Season 2 (15K+ registrants, 30 countries), Flick @ GIST, and CS:GO special broadcasts.
- Controlled large-scale campaign and event budgets, balancing sponsor priorities, creator deliverables, venue execution, and post-event reporting.

SELECTED BRAND & CATEGORY EXPERIENCE

- Consumer, FMCG, Retail & Fashion: Migros, DeFacto, Koton, ETI, Canga, LC Waikiki, Franke, Alix Avien, Realme, Casper.
- Technology, Gaming & Hardware: Red Bull, ASUS, AMD, HP OMEN, NVIDIA, MSI, Lenovo, HyperX, PUBG Mobile, Turkcell.
- Digital Assets & Blockchain: Yuga Labs (ApeChain, Project Dragon, Otherside), adidas Originals: Into the Metaverse (ALTS), Metafluence (TIBIT).

TOOLS & PLATFORMS

- Data Analytics & Market Intelligence: Power BI, Looker Studio, Google Analytics (GA4), Dune Analytics, Nansen, Token Terminal, Chainalysis, AppsFlyer, Meta Business Suite, X Analytics, Social Bakers (Emplifi), Brandwatch, Meltwater.
- Creator, KOL & Marketing Tech: CreatorIQ, Modash, Upfluence, HypeAuditor, HubSpot.
- Operations, Budget & Production Management: Notion, Google Workspace, Slack, Asana, Jira, Figma, Adobe Creative Suite.

CERTIFICATIONS

- Google Digital Marketing & E-commerce — Google (8 Courses)
- Google Data Analytics Professional Certificate — Google (9 Courses)
- Google Project Management Professional Certificate — Google (7 Courses)
- Meta Community Management Professional Certificate — Meta (4 Courses)
- Microsoft Power BI Data Analyst Professional Certificate — Microsoft (8 Courses)
- Influencer Marketing Strategy — Rutgers, The State University of New Jersey (1 Course)
- Decentralized Finance (DeFi): The Future of Finance — Duke University (4 Courses)
- Blockchain Revolution in Financial Services — INSEAD (4 Courses)
- Web3 and Blockchain in Global Commerce — INSEAD & Blockchain Research Institute (4 Courses)
- Blockchain Specialization — University at Buffalo (4 Courses)
- Anti Money Laundering (AML) Fundamentals — EDUCBA

EDUCATION

University of the People

Bachelor of Science, Business Administration and Management · 2017 – 2020

İstanbul Ayyansaray Üniversitesi

Associate Degree, Computer Systems Networking and Telecommunications · 2014 – 2016