

ARDA ACIKALIN

Growth Operations Manager



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PROFILE

Digital marketing and website technology professional with 9+ years of experience across website strategy, digital growth, marketing technology, analytics and cross-functional development. Currently responsible for Instagrid's global website and supporting technology ecosystem, translating business and stakeholder needs into development priorities across platform capabilities, customer journeys, search, tracking and integrations. Experienced in leading website migrations, coordinating developers and agencies, managing technology vendors and contracts, and connecting website lead generation with Salesforce. Combines strategic ownership with a hands-on, technically curious approach in an international B2B technology environment.

LANGUAGES

English
Fluent

Turkish
Native

Finnish
Proficient

French
Proficient

EXPERIENCE

Instagrid, Growth Operations Manager

12/2023 – Present | Helsinki / Hybrid

- Own and develop Instagrid's global website and marketing technology ecosystem, translating business needs into development priorities.
- Manage Contentful, Vercel, Salesforce lead forms and tracking, analytics, consent and marketing automation solutions.
- Coordinate developers, agencies and technology vendors while managing software contracts, licences and renewals.
- Lead the implementation of a new marketing automation platform and use GenAI to improve content, analytics and technical workflows.

Instagrid, Digital Growth Manager

05/2020 – 12/2023 | Helsinki / Hybrid

- Led the migration from WordPress to a headless Contentful and Vercel setup, including the wider website renewal and launch.
- Owned paid acquisition, landing pages, analytics, tracking and conversion optimisation across digital channels.
- Led the webshop launch and pre-order campaign, achieving a 20% lead-to-pre-order conversion rate.

Bonusway, Country Manager, Turkey

05/2017 – 12/2019 | Helsinki

- Led a four-person team responsible for Turkish market growth, customer acquisition and more than 100 commercial partnerships.
- More than doubled registered users and revenue while reducing acquisition cost below €0.15 and achieving payback in under one month.

EDUCATION

MSc in Entrepreneurship, Minor in Finance, Aalto University School of Business

2015 – 2019

BScBA in International Business, Aalto University School of Business, Mikkeli

2012 – 2015

2013 Exchange Semester, University of St. Gallen, Switzerland

TOOLS

Tools

Contentful, Google Analytics 4, Google Tag Manager, Salesforce, SEMrush, AI Rank Lab, VWO, Hotjar, OneTrust, ActiveCampaign, Mailchimp, Shopify, Zapier, Google Ads, LinkedIn Ads, Meta Ads, ChatGPT, Claude, Codex, Python and SQL

COURSES

Vibe Coding Workshop

Mari Luukkainen

Python for Data Analytics

The Shortcut

Java Programming 1 and 2

Aalto University

Agile Project Management, Udemy

Udemy

CORE SKILLS

- Marketing copy writing
- Organic growth, SEO and AI-search/GEO discoverability
- Website product management, conversion journeys and lead generation
- Content strategy, editorial review, copy direction and web publishing workflows
- Growth experimentation, analytics, tracking and performance optimization
- B2B/scale-up marketing, product narratives and go-to-market launches
- Paid acquisition: Google Ads, Meta, LinkedIn and full-funnel campaign execution
- AI-assisted content and workflow experimentation using modern LLM tools