

# ENGIN BODUR

## SOLUTIONS ENGINEER



### CONTACT

+44 79 17 536 999

enginbodur@gmail.com

www.enginbodur.com

linkedin.com/in/enginbodur

W9, London, UK

### SPECIALTIES

Marketing Automation, Oracle Marketing Cloud, Responsys, Eloqua, BlueKai, DMP, Data Management Platform, Digital & Cross-Channel Marketing, Email Marketing, Social Media Marketing, Mailchimp

### LANGUAGES

Turkish

English

### PUBLICATION

Social Media for Businesses:

Examine of Key Success Factors

ISBN: 978-3844385076

amazon.com/dp/384438507X/

### ABOUT ME

I work closely with some of the world's most recognisable brands to unlock the potential of their marketing activities by designing cross-channel marketing solutions which impact both the technical and operational methodology of the brand itself, whilst improving the end customer experience through the delivery of timely, relevant marketing communications.

### EXPERIENCE

#### Oracle

Dec 2018 – Present | Principal Solutions Engineer | London, UK

Jun 2017 – Dec 2018 | Senior Solutions Engineer | London, UK

Apr 2015 – Jun 2017 | Senior Solutions Engineer | Istanbul, Turkey

Delivering B2B & B2C presales marketing consultancy for the Oracle Marketing Cloud(OMC). I'm working as a technical expert on all OMC technologies. I respond to technical questions (RFPs/RFIs) in an accurate and timely fashion. I also conduct Technical Discovery sessions directly with prospects which are designed to uncover technical and marketing requirements to be addressed in presentations and demonstrations.

Working directly with Sales, Strategic Services, Professional Services and Digital Services to collaborate on and develop the overall Solution Presentation. Serving knowledge as the technical expert during the sales cycle. Presenting OMC technology infrastructure, including demonstrating deep familiarity with the tools offered

#### Emarsys

Jul 2012 – Apr 2015 | Solutions Architect | Istanbul, Turkey

At Emarsys, I worked as an integral part of the sales team, owning the technical portion of the sale. Delivered presentations and demos, on all aspects of the Emarsys' solutions.

As a solution architect, I worked as a bridge between the Sales, Client Services, Post-Sales and the development team.

In this position, I worked in both pre-sales and the post-sales division at Emarsys to provide strategical help to existing and potential customers. Part of this role also entails educating both clients and colleagues in marketing best practices and the tool itself.

# ENGIN BODUR

## SOLUTIONS ENGINEER



### CONTACT

+44 79 17 536 999

enginbodur@gmail.com

www.enginbodur.com

linkedin.com/in/enginbodur

W9, London, UK

### SPECIALTIES

Marketing Automation, Oracle Marketing Cloud, Responsys, Eloqua, BlueKai, DMP, Data Management Platform, Digital & Cross-Channel Marketing, Email Marketing, Social Media Marketing, Mailchimp

### LANGUAGES

Turkish

English

### PUBLICATION

Social Media for Businesses:

Examine of Key Success Factors

ISBN: 978-3844385076

amazon.com/dp/384438507X/

### MORE EXPERIENCE

#### JJ Food Service

Mar 2009 – Jul 2011 | Development Engineer | London, UK

#### Meteksan Sistem

Nov 2007 – Jan 2009 | Software Engineer | Ankara, Turkey

#### ESC Consultancy

Jun 2007 – Nov 2007 | Web Developer | Ankara, Turkey

### EDUCATION

#### Master of Business Administration (MBA)

University of Wales - Kensington College of Business, London, UK  
2009-2010

**Dissertation topic:** "Examine of Key success factors in Social Media for businesses"

**Completed Modules:** IT Project Management, Managing Information, Networking and Internet, Managing Operations, Managing Strategy, Managing Marketing, Managing People, Managing Finance

#### Bachelor of Science (BSc) - Computer Engineering

Baskent University - Ankara, Turkey  
2003-2007

**Dissertation Topic:** "Testing internet usability"

**Completed Modules:** Computer Programming I & II, Calculus I & II, Linear Algebra, Script Languages, General Physics I & II, Digital Logic Design, Data Structures, Data Management and File Structures, Programming Languages, Data Communication, Probability and Statistics, Assembly Languages, OOP Programming, Database Management Systems, Operating Systems, Computer Organization, Introduction to Software Engineering, System Engineering, Cryptography and Security, Computer Graphics, Computer Networks, Image Processing, Management Information Systems