

CONTACT

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Istanbul, Türkiye

EDUCATION

BA, Turkish Language & Literature
Boğaziçi University · 2014

Content Editor, Avaz Avaz (Boğaziçi University Music Club magazine)

High School Diploma
Kadıköy Anadolu Lisesi · 2007

CORE EXPERTISE

GTM Strategy

Brand Positioning

Content Strategy

GenAI & AEO

Stakeholder Management

SEO & Localization

TOOLS

Salesforce

HubSpot

WordPress

LANGUAGES

Turkish — Native

English — Fluent

AREAS OF INTEREST

Publishing, technology, finance and culture. Reading current events against their underlying structural shifts, and placing them in context.

FATİH TUNCER

*Data-driven, **strategic Content Manager and Corporate Communications professional** with deep expertise across SaaS and Travel Tech, and a long-form editorial and publishing background.*

EXPERIENCE

HotelRunner | 2022 – Present

Senior Content Manager

- Managing global brand positioning and multi-channel content strategy for a B2B SaaS travel-tech platform.
- Designing and implementing AI-assisted content production workflow, cutting delivery cycles by 40%.
- Led end-to-end GTM launches for HotelRunner Elite and Ruby, the company's embedded finance product.
- Supported co-marketing activities with Booking.com, Expedia, and Agoda.

Huawei | 2020 – 2022

Search Quality Rater → Travel Vertical Lead

- Analyzed user intent and search alignment for Petal Search across the travel, healthcare, and gaming verticals.
- Owned the travel vertical, supporting pan-European live e-commerce operations with growth initiatives for user acquisition and retention.
- Managed native discovery interface content and user experience.

Corendon Airlines | 2018 – 2020

Content Supervisor

- Created global brand voice guidelines for digital media, corporate blogs, and native advertising channels.
- Ran agile localization workflows across 6 languages.
- Implemented multi-layered SEO campaigns that improved domain authority and organic rankings.

Skylife Magazine — Turkish Airlines | 2015 – 2018

Contributors Editor → Publishing Coordinator → Communications Coordinator

- Built and managed the magazine's contributor pool of several hundred writers and photographers.
- Extended the same editorial and coordination responsibilities to sister titles: Skylife Business, SunExpress's SunTimes, and AnadoluJet's in-flight magazine.
- Built strategic relationships with international travel influencers and digital creators.
- Planned institutional cultural campaigns and PR projects with government agencies and NGOs.

WRITING, EDITING & RESEARCH

- Contributing writer for Bigumigu, Istanbul Art News, Mashallah News, and Diken.
- Wrote a TV series review column for BirGün newspaper for 2 years.
- Editor of 4 books by architect and writer Turgut Cansever.
- Researcher for Kadıköy Urban Museum and Adapazarı Trade Museum, developing exhibition themes and texts.

EARLY CAREER

- Internships in advertising, content marketing, and e-commerce prior to 2015.