



Buhara Demir

Strategic Brand & Digital Marketing CMO

Airline • Tourism • Travel Health • Travel Tech

📍 Based in Frankfurt am Main, Deutschland



Contact

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About me

Design-led, data-driven, AI-first marketing executive with full ownership from brand to revenue. A director-level destination marketer (15+years), I run large-scale airline route-marketing programs and build high-performing IBE experiences that turn intent into loyalty, demand into city visitation and bookings. With full P&L ownership and deep roots in OTA/flight-consolidator marketing, I bridge strategy and execution. I drive go-to-market plans, activating 1,200+ DACH/Benelux agencies, and lead accountable performance marketing that delivers measurable results: higher **LTV** and lower **CAC**. Pragmatic and hands-on, I scale cross-functional teams, content operations, and automation systems to align Product, Sales, and Design. Proven to scale inside **€1B+** organizations, delivering durable growth.



Experience

- Head of Marketing** 📅 Apr 2022-today
airtuerk Service GmbH • Flight Consolidator
📍 Frankfurt am Main, Deutschland
Established and managed the marketing organisation (strategy, budget, team of 5+ FTEs). Complete rebranding and in-depth IBE/portal UX upgrade. End2end orchestration of airline, OTA and Travel Agency campaigns via digital channels.
- Head of Digital Marketing** 📅 Dez 2019-today
Conceptio Branding • Airline, Travel Health, Pharma
📍 Frankfurt am Main, Deutschland
Co-founder; data-driven brand/campaign programmes; P&L. UX and graphic design for fintech, pharmaceuticals and airlines. Built up a network of specialists/freelancers.
- Marketing & Communications Manager** 📅 Jul 2018–Nov 2019
marm assistance • Travel Health and Toursim
📍 Istanbul, Türkei
International marketing strategy; social media/SEO, email, PR. Result: ↑ % brand awareness, ↓ % response time.
- Marketing Manager** 📅 Jun 2012–Jul 2018
RedstarAviation • Air Ambulance & Toursim
📍 Istanbul, Türkei
Built up Air Ambulance brand internationally; managed BD & campaigns. Accelerated quote-to-flight and introduced KPI dashboard. Result: 5-year targets achieved in 3 years, +5 Learjet 60XR, Ministry of Health deal, +60 team members, win rate ↑, time-to-quote ↓, transparent reporting.

[more details](#)



Skills

- Branding & Strategy
- Digital Marketing
- Vakantiebeurs
- AI Content Production
- ITB Berlin Event Management
- WTM
- Public Relations Image
- Communication
- Problem Solver
- ITIC Travel Health
- Mail Marketing
- Webflow/Site Management
- Tourism & Aviation Expertise
- Ancillary & Loyalty
- Solutions Provider



Language

English

Professional working proficiency

Deutsch

Native or bilingual proficiency

Türkce

Native or bilingual proficiency



Focus

Brand × UX → Digital Marketing

Rebranding & Storytelling

Commercial & Marketing

IBE/Portals

Go-to-Market @ Scale

SEO/CRM/Partner

Airline, OTA, IT & Travel Tech

Design and Communication

End-to-End-Ownership

Strategie and Action



Education

Marketing & Medienmanagement

B.A. Betriebswirtschaft • Anadolu-Universität

Linguistik & Semantik

B.A. Sprachwissenschaft • Anadolu-Universität