



Buhara Demir

Strategic Brand & Digital Marketing CMO
Airline · Tourism · Travel Health · Travel Tech

Based in Frankfurt am Main, Deutschland



Contact

- buhara@conceptiobranding.de

Digital Marketing

Communication

ITIC Travel Health

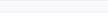
Webflow/Site Management

Solutions Provider

WTM

Al Content Production

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Skills

Branding & Strategy

Public Relations Image

Problem Solver

Mail Marketing

Ancillary & Loyalty

ITB Berlin Event Management

Tourism & Aviation Expertise

Language

Professional working proficiency

Native or bilingual proficiency

Native or bilingual proficiency

Vakantiebeurs



About me

Design-led, data-driven, Al-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

airtuerk Service GmbH · Flight Consolidator



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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

Conceptio Branding • Airline, Travel Health, Pharma

Dez 2019-today

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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

marm assistance • Travel Health and Toursim

⊞ Jul 2018-Nov 2019

Istanbul, Türkei

International marketing strategy; social media/SEO, email, PR. Result: \uparrow % brand awareness, \downarrow % response time.

Marketing Manager

RedstarAviation • Air Ambulance & Toursim

☐ Jun 2012–Jul 2018

⊚ 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 \uparrow , time-to-quote \downarrow , transparent reporting.

more details



English

Deutsch

Türkce

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 Communcation

End-to-End-Ownership

Strategie and Action



Education

Marketing & Medienmanagement B.A. Betriebswirtschaft • Anadolu-Universität

B.A.Sprachwissenschaft · Anadolu-Universität