



## Buhara Demir

Strategic Brand & Digital Marketing CMO for Corporate Dev.

📍 Based in Frankfurt am Main, Deutschland



### Contact



buhara@conceptiobranding.de



+49 176 314 899 82



linkedin/buharademir

[www.buharademir.de](http://www.buharademir.de)



### About me

Design-led, AI-first Marketing Executive (Director/Head/CMO track) with deep Airline, flight-consolidator & OTA roots, spanning, aviation, and tourism products. Builds and governs brand systems end-to-end digital marketing strategy, guidelines, creative direction, paid/owned/earned orchestration, and performance analytics. Scales airport/aviation and travel-tech brands through governed growth: KPI frameworks, media-mix planning, ROI tracking, and agency/vendor ecosystems. Proven record leading brand transformations, IBE/Website UX, CRM/lifecycle programs, and cross-functional delivery with strict compliance and approvals→fit for group structures and high-visibility environments.



### Experience



#### Head of Marketing

airtuerk Service GmbH • Flight Consolidator



Apr 2022–today

📍 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

Conceptio Branding • Airline, Airport, Travel-Tourism



Dez 2019–today

📍 Frankfurt am Main, Deutschland

Co-founder; data-driven brand/campaign programmes; P&L. UX and graphic design for Airlines, Airports, OTA, Tour operator, and Travel Tech.



#### Head of Marketing & Communications

marm assistance • Air Medical Services (SAW)



Jul 2018–Nov 2019

📍 Istanbul, Türkei

International marketing strategy; social media/SEO, email, PR. Result: ↑ % brand awareness, ↓ % response time.



#### Head of Marketing & Communications

RedstarAviation • Air Medical Services (SAW)



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 ↑, time-to-quote ↓, transparent reporting.

[more details](#)



### Skills



Branding & Strategy

Digital Marketing



SEO/SEA



Event Management



Intermodal & aviation ecosystem



UX/UI



Public Relations Image



Communication



Problem Solver



Customer Experience (CX)



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



## Buhara Demir

Strategic Brand & CMO fusing brand strategy with digital performance

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### Cover letter

I am a Chief Marketing Officer with over 15 years of experience building brands and growth engines across **aviation, airports, and tourism**. My career combines enterprise leadership (strategy, profit and loss stewardship, org design, and governance) with hands on excellence in brand systems, digital product, and creative direction. I operate comfortably in complex, regulated markets and translate vision into operating models that scale.

Across Europe and the Middle East, I have led brand and growth transformations for airlines, airport partners, and traveltech platforms. I architect the full stack: **positioning and architecture, design systems, websites and portals, performance and lifecycle CRM, content operations, and social at scale**. I set clear governance (OKRs, KPI dashboards, marketing mix discipline) so every euro can be defended in the boardroom and optimized in market.

#### Selected scope and impact

- Led marketing for a network of over 1,200 travel agencies across DACH/Benelux, building trade marketing, partner enablement, and always on content that improved sellthrough and loyalty.
- Owned the digital ecosystem end to end: corporate websites, booking portals, campaign landing pages, analytics, and conversion optimization, integrated with CRM and paid channels for full funnel accountability.
- Represented airline partners and created premium category assets (business and first class propositions, lounge and onboard experience storytelling, fare launches) balancing brand integrity with measurable conversion.
- Built and mentored crossfunctional teams (design, content, growth, analytics, engineering) and orchestrated global agency ecosystems; installed operating rhythms that reduce cycle time and increase creative quality.
- Drove data maturity: audience architecture, experimentation frameworks, and reporting cadences that connect marketing to revenue, yield, and segment mix.

Internationally, I bring an expat perspective and a global work ethic. Multilingual (native German, Turkish, English), I bridge cultures and time zones while safeguarding brand consistency and regulatory compliance. My leadership style is calm, accountable, and performance oriented: clear guardrails, high trust, and rapid feedback loops.

What I deliver is an “inside out” growth engine: a differentiated brand narrative, world class digital experiences (websites, portals, and social content systems), disciplined performance and CRM, and close alignment with commercial and revenue management. The result is brand equity that compounds and a marketing function that is a strategic lever, not a cost center.

I would value the opportunity to share work samples and discuss how this approach can support your goals.

Kind regards,