

Emre Kent

Growth Operations Lead | CRM, Lifecycle Automation & AI Revenue Systems

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Open to remote work and international relocation

Summary

Growth operations lead who builds the systems that move pipeline: CRM architecture, lifecycle automation, revenue operations and attribution, across B2B SaaS, agency and consumer brands. Architected the GoHighLevel revenue engine behind **170 invoices and approximately \$319K in recorded client billing**, spanning **3 connected pipelines, 28 documented workflow modules and 2,175+ contact enrollments**. Owned paid acquisition end to end, driving **2,642 installs at a \$2.19 blended CPI** on a self-managed budget and contributing to a **400% revenue increase over seven months** for a B2B SaaS HR-tech platform. Shipped **2 production AI agents** that cut a 6-hour reporting cycle to **9m 24s**.

Experience

Growth Marketing Manager, CRM, Automation & AI Systems

MindfulBody Productions | Mar 2023 - Present

- Joined as the founder's second hire in a 3-person agency and grew into owner of growth and revenue operations as the team passed 15 people; the systems built support **170 invoices and approximately \$319K in recorded collected billing**.
- Architected the GoHighLevel revenue engine end to end: **3 connected pipelines, 28 documented workflow modules and 15+ client sub-accounts** covering lead capture, qualification, booking, payment, onboarding, lifecycle, retention and offboarding.
- Built the server-side attribution and multi-source acquisition bridge feeding web and paid leads into CRM through **5 Meta Conversions API (CAPI) workflows**, logging **2,175+ contact enrollments**.
- Productized **52 strategy reports (approximately 312 strategist hours)** into **2 production AI agents**, cutting report delivery from **~6 hours to 9m 24s at \$2.21 compute** (~38x faster; directional comparison, excludes human review).
- Designed a creator acquisition and lifecycle system for a nutrition brand: **5 connected workflows, 79 CRM opportunities and 31+ published creators**, plus an 11-step segmentation quiz with **4 customer segments** and full-funnel attribution.

Marketing Team Lead

Artboard Studio | Feb 2023 - Sep 2023

- Generated **\$18,390 in direct revenue** through lifecycle email campaigns and delivered a **708% ROI** on a 2-month B2B sales initiative.
- Built the partnership and outbound pipeline from zero, prospecting **350+ target accounts** into **20 strategic partnerships and 162 qualified B2B leads**.
- Grew Pinterest **+559% to 277,000+ monthly views** and YouTube to **264,000+ views and 2,600+ subscribers in 8 months**, and launched an influencer program returning **225% ROI on a \$0 budget**.

Digital Marketing Specialist

Coensio | Mar 2022 - Jan 2023

- Owned the full digital funnel as sole marketer for a **B2B SaaS HR-tech platform**, contributing to a **400% revenue increase over seven months**.
- **Acquisition:** managed a **35,520 ₺ budget** generating **740,000+ top-of-funnel leads at 0.05 ₺ cost per result**, with LinkedIn campaigns producing **63 sales-qualified leads**.
- **Conversion:** built and tested **100+ landing pages**, with top performers converting above **60%**.
- **Lifecycle:** achieved **49% open and 9.4% click rates across 120,000+ emails**, and a **67.53% average open rate** on LinkedIn Sponsored InMail.

Independent Growth & Automation Consultant

Operating as FlowKit Systems since 2026 | Nov 2023 - Present

Part-time, concurrent with full-time employment. Selected engagements:

- **Generative AI app:** built paid acquisition from zero, managing **\$5,700+ across Apple Search Ads, TikTok and Reddit** to drive **2,642 installs at a \$2.19 blended CPI**, improving CPI **14%** while scaling spend.
- **EdTech platform:** built a LinkedIn teacher acquisition system producing **25 qualified applications and 15 hires in 3 months**, at **32.5% connection acceptance and 9.1% response rate**.
- **EdTech platform:** repositioned and rebuilt the public product across **8 route groups** with dynamic profiles, packages and exam score calculators in Next.js 15, React 19 and TypeScript.
- **Industrial power systems:** delivered a complete lead-generation site with **5 product categories and 3 service tiers**, Sanity CMS fallback handling and a validated quote-request workflow.

Education Coordinator; Branch Manager; Mathematics Teacher

Atabey Education Centers | Jan 2018 - Jan 2022

Education Coordinator: Sep 2021 - Jan 2022; Branch Manager: Oct 2019 - Aug 2021; Mathematics Teacher: Jan 2018 - Sep 2019.

- **Education Coordinator:** analyzed all **36 branches** and ran a process optimization program that raised average profit **6% across 22 branches in 5 months**.
- **Branch Manager:** carried branch P&L, generating **1,200,000 ₺ in year one and 870,000 ₺ in year two**, and directed recruitment and onboarding of **100+ teachers**.
- Promoted twice in four years, from classroom instruction to branch leadership to a franchise-network role at headquarters.

Skills

Growth & revenue operations: Full-Funnel Growth Strategy, Revenue Operations, Pipeline Design, Lead Routing & Scoring, Paid Acquisition & Budget Ownership, Conversion Rate Optimization, Go-to-Market Execution.

CRM & lifecycle systems: CRM Architecture, GoHighLevel / LeadConnector, Lifecycle & Retention Automation, Email & SMS Workflows, Customer Segmentation, Onboarding & Activation Flows.

Analytics & attribution: GA4, Meta Conversions API (server-side), Google Tag Manager, Funnel & Cohort Reporting, Campaign Measurement, A/B Testing.

Automation & AI: n8n, Webhooks & REST APIs, Production AI Agents, Prompt Engineering, Schema Validation (Zod), Retries, Telemetry & Observability.

Technical: TypeScript, Next.js, React, Python, Supabase (PostgreSQL), Vercel, GitHub Actions.

Leadership: Cross-Functional Delivery, Systems Scoping & Architecture, Hiring & Onboarding, Technical Documentation, Prioritization & QA.

Languages: Turkish (Native); English (Professional).

Education

Yeditepe University, Istanbul

Bachelor of Education (BEd), Mathematics Teacher Education | Sep 2014 - Jun 2019

- **100% scholarship; graduated 3rd in class.** Program completed entirely in English.

Certifications

Growth & attribution: Marketing Attribution and Mix Modeling (LinkedIn Learning, 2023); Advanced Google Analytics (Google Skillshop, 2021); Google Analytics 4 (GA4) Essential Training (LinkedIn Learning, 2023); Learning Google Tag Manager (LinkedIn Learning, 2023).

AI & automation: Claude Code 101 (Anthropic Education, 2026); Model Context Protocol (MCP): Hands-On with Agentic AI (LinkedIn Learning, 2026); OpenAI API: Function Calling (LinkedIn Learning, 2026); AI Proficiency (Section, 2025).

Strategy & leadership: Certified Brand Strategist, Brand Strategy Sprint (Section, taught by Prof G, 2023); Complete Manager (Section, 2023); Inclusive Leadership (Section, 2024); B2B Go-to-Market Strategy (LinkedIn Learning, 2023).

Full record: <https://www.emrekent.com/certifications/>