



Name: Efe Senel
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MUSIC PRODUCER / FOUNDER: COCOTEKEL.COM

Founded and operated an online beat store May 2022 to present

- +15 million streams on songs produced
- Created my brand and website (cocotekel.com) to sell beats. +750 beat licenses sold
- Email marketing using Mailchimp (+2.1k subscribers on mailing list), +9k TikTok followers, +5.4k YouTube subscribers

DEMAND GENERATION MANAGER

Channext: Utrecht, Netherlands Mar 2024 to Feb 2025

- Produced, co-hosted, and promoted +200 episodes for the [Partnerships Unraveled podcast](#). We invited and interviewed directors, VPs, and CXOs from our target enterprise accounts. (played a key function in our ABM strategy and the biggest pipeline source).
- Account Based Marketing: responsible for selecting accounts, doing account research, creating org-charts, building outreach sequences, and creating digital sales rooms.
- LinkedIn ghost writing for our founder & CEO and VP of Revenue.
- Created customer case studies (video testimonials) with [HPE](#) and [ALSO/Microsoft](#)
- Conducted interviews with customers and prospects to update the homepage messaging for channext.com
- LinkedIn thought leadership (many inbound meetings booked with Directors and VPs at target accounts). -5k LinkedIn followers

BUSINESS DEVELOPMENT REPRESENTATIVE

Channext: Utrecht, Netherlands May 2023 to Mar 2024

- Cold calling, cold email, social selling.
- Initiated, organized, and co-hosted a live webinar. +120 registrants, including decision makers from target enterprise accounts, with some of them leading to opportunities and closed-won revenue. This led to my promotion to Demand Gen Manager.

SALES INTERN

ETB Solutions Turkey: Istanbul, Turkiye Nov 2022 to Jan 2023

- Cold calling and email, CRM. Mentorship from the founder & CEO.

EDUCATION

University of Amsterdam: Amsterdam, Netherlands Sep 2019 to Jul 2022

- Bachelor's degree in Economics and Business Economics / Major in Economics / Minor in Lifelong Learning In A Changing Society. Weighted Average Mark: 7.60/10

LANGUAGE, TOOLS, and SKILLS

- Languages: Turkish (native), English (Proficient), German (B1), Dutch (A2)
- Tools: N8N, Sales Navigator, Clay, LinkedIn, HubSpot, Opus.pro, CapCut, Adobe Premiere Pro, Riverside.fm, Mailchimp, Google Suite, Buzzsprout, Storyblok, Canva, Figma

- Skills: Demand Generation, Account-Based Marketing, B2B SaaS, Enterprise Sales, LinkedIn Thought Leadership, Podcast Production, Email Marketing, Copywriting