

Feyza S. Polat

Marketing Director

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Work Experience

Marketing Director 08/2025 - Present

Milano Legal Group PLLC, Houston TX

- Drove Meta CPL down to \$33, 54% below the industry average.
- Increased conversion volume by 221% with Google Ads PPC campaign, hitting a 5.54% CR.
- Grew lead call volume by 203% through paid media optimization.
- Built AI workflows for link building, content creation, ideation, and reputation management.
- Established lead funnels by implementing VoIP, CRM, API, automation, call scripts, and intake protocols.
- Launched email campaigns averaging 40% open rates.

Marketing Director 01/2023 - 08/2025

CARSTAR Collision Centers, Houston TX

- Grew fleet accounts 103% through B2B outreach and dealership partnerships.
- Achieved 9% Google Ads conversion rate, generating \$30K/month in new repair orders.
- Built TikTok from zero to 4M+ views and 300K likes.
- Raised DRP survey scores by 95 points across six shops.
- 20% increase in email response rates.
- Built dynamic landing pages with GTM and Meta Pixel tracking.

Marketing Coordinator 10/2019 - 12/2022

DHI Telecom Group | TravelWifi, Houston TX

- Designed kiosk UI for airports, cruise ships, and military bases, driving 13% quarterly sales growth.
- Redesigned product packaging which resulted in a 21% increase in sales.
- Created voucher tracking SOP for 30+ stores which saved \$5K+ per sale event.
- Managed promotional content for 70 digital kiosk screens.

Marketing Business Analyst 01/2018 - 09/2019

OnPoint Laboratories, Houston TX

- Recovered \$120K/month in missed revenue from billing errors by building custom MSSQL.
- Built sales funnel reporting system, improving team productivity by 30%.

- Organized charity galas and networking events statewide.

Sales Representative 05/2017 - 01/2018

OnPoint Laboratories, Houston TX

- Built cold call scripts and email campaigns strategy, which averaged 3 new clients per month.
- Rewrote ad copy. 78% increase in social media inquiries.

Technology Skills

Google Suite • Microsoft Office Products • Wordpress • Unbounce • Zapier • Ahrefs • Semrush • Google Ads • Google Analytics • Microsoft Clarity • Meta Business Suite • CallRail • WhatConverts • Hubspot • SalesForce • Lawmatics • CasePeer • CCC One • Shopify • Adobe Creative Suite • Canva • Davinci Resolve

Strategy Skills

Operations • Digital Advertising • Campaign Management • Budget Management • Social Media Management • SEO • GEO • AI Automations • API • Lead Generation • Brand Identity & Strategic Partnerships Copywriting • UX/UI Design • Web Design • Graphic Design • Photography • Videography

Languages

Turkish (proficient)

Spanish (beginner)

Education

BA in Graphic Design

Houston, TX