

Date of Birth: 20 January 1993
Nationality: Turkish
Marital Status: Married
Driving Licence: Valid Driving Licence

SINAN MINTAS

Digital Business Developer



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About

Digital Business Development professional with 10+ years of experience leading growth-driven initiatives across retail, e-commerce, digital platforms, and technology projects in the UAE and Turkey. Proven expertise in building scalable digital strategies, launching revenue-generating platforms, and improving business performance through data-driven decision-making, cross-functional leadership, and customer-centric innovation.

Education

- 2007-2011 **Söke Anatolian Technical High School**
Received technical education in web software fundamentals, including programming basics, web technologies, database fundamentals, and an introduction to digital systems.
- 2012-Present **Professional Training & Continuous Learning**
Developed expertise through professional training, certifications, and hands-on experience in digital business development, entrepreneurship, web technologies, and creative projects.

AREAS OF EXPERTISE

- Digital Business Development
- Web & E-Commerce Development
- Business Process Automation
- Digital Marketing & Performance Analytics
- CRM, Lead & Sales Workflow Management
- UI/UX & Customer Journey Improvement
- System Integrations & Digital Infrastructure
- SEO & Local Search Optimization
- Product & Platform Development
- Multi-Branch Digital Operations
- Project Planning & Execution

TECHNICAL SKILLS

- PHP JavaScript PostgreSQL
- HTML5 CSS3 GitHub
- Laravel Next.js TypeScript
- Tailwind CSS WordPress SQL
- MySQL WooCommerce React
- Git REST APIs Adobe Illustrator

SELECTED BRANDS & ORGANIZATIONS



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Experience

Istanbul Supermarket LLC – Sharjah

Digital Marketing Specialist

2023–Present

Managed digital presence for 16 supermarket branches, integrating Google Business and Maps to optimize visibility and analytics.

Led corporate website redesign and SEO optimization, improving UX and search engine performance.

Developed promotional campaigns and a Progressive Web App (PWA) with WhatsApp integration, increasing customer engagement and simplifying ordering.

Executed multi-brand digital marketing strategies, streamlining tools, workflows, and performance reporting for measurable impact.

Hartan Kinderwagenwerk (Mercedes-Benz)–Dubai

Digital Marketing Specialist

2021–2022

Managed digital marketing strategies for a premium, licensed brand, leading website renewal, SEO, and social media campaigns to strengthen brand visibility and engagement.

Developed and optimized the e-commerce platform, enhancing online sales and the overall customer journey.

Planned and executed targeted digital advertising campaigns, using analytics to maximize conversions and campaign performance.

Supported IT systems and digital infrastructure, ensuring secure and stable operations across all digital channels.

SHIRA GLOBAL/HI-TAB TABLET MENU– Istanbul

Co-Founder

2017–2019

Co-founded SHIRA GLOBAL, defining the company vision, growth strategy, and operational roadmap for a scalable startup.

Conducted market research, feasibility studies, and financial projections to design a sustainable business model.

Built operational processes, workflows, and team infrastructure for a 12-member team, improving efficiency and execution speed.

Secured early-stage funding through angel investor meetings and designed user-centric customer experiences to drive growth.

Netmedya Advertising – Istanbul

Digital Marketing Specialist

2013–2016

Led website development and management, improving online visibility, content structure, and user engagement.

Founded and managed a digital news platform and niche industry journal, delivering targeted content to professionals.

Planned and executed industry fairs and event marketing, coordinating stakeholders and maximizing exposure.

Built and managed a content and information team, streamlining workflows and supporting integrated marketing initiatives.



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