

# TUGCE VATAN

## Sr. Marketing Artist/Creative Strategist

Relocation / Remote

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**Portfolio:** [tugcevatan.com](#)

## SUMMARY

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Senior Marketing Artist with over four years of experience in mobile gaming performance creative, specialising in UA creatives, creative strategy, and performance-driven marketing across a portfolio with 1B+ combined downloads. Experienced in video ads, UGC, playable ad concepts, gameplay hooks, ASO/store visuals, and AI-assisted production workflows. Analyzes KPIs and UA test results to drive creative iteration and measurable performance gains. Owns ideation, production, and optimisation while leading and supporting artists across UA, Product, and Publishing needs.

## WORK EXPERIENCE

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### Sr. Marketing Artist, TapNation (Paris, France / Remote)

June 2022 - July 2026

Owned end-to-end creative direction and production across a portfolio of hypercasual, hybrid-casual, puzzle, idle, merge, strategy, and word titles, part of TapNation's 1B+ combined download portfolio.

Reduced UA costs on Thief Puzzle through iterative creative testing, driving sustained revenue and download growth on a title reaching 218M+ downloads and \$527K+ revenue worldwide.

Took creative ownership of Fortress Merge from concept through launch and scale, driving the title to \$2.3M revenue and 3.49M downloads within its first year.

Grew Wordling's monetisation performance to a sustained higher level through ongoing creative iteration, contributing to \$557K+ revenue and 5.2M+ downloads worldwide.

Solo speaker at Hyper Games Conference (2023) and panelist at SocialPeta's global online panel (2025).

### Marketing Artist, Boombit (Gdansk, Poland / Remote)

September 2021 - May 2022

Appstore (ASO) & Google Play (GP) optimization by creating compelling store visuals for user engagement.

Crafting impactful Facebook and TikTok game advertisements that drive user acquisition and increase brand awareness through innovative design and strategic messaging.

Actively participating in creative sessions and staying updated with the latest trends to develop innovative solutions that meet project objectives and resonate with target audiences.

### Marketing Manager, Gozamm (Stockholm, Sweden / Remote)

February 2019 - March 2020

Led ASO and Google Play asset planning to support user acquisition.

Managed marketing strategy in line with brand and growth goals.

Oversaw social media and app promotion creatives from concept to delivery.

Coordinated campaign planning, creative quality, and timely execution.

## EDUCATION

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### Bachelor Degree, Visual Communication Design (English)

2014- 2018

Yasar University, Izmir, Turkey

### Associate Degree, Graphic Design (English)

2012- 2014

Yasar University, Izmir, Turkey

## SKILLS

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### SOFTWARE SKILLS

**UA Creative Strategy:** Creative Strategy and producing, Concept Development, UA Creative Ideation and briefing, managing Performance-Driven Design, A/B Testing, Creative Testing KPI Analysis, ASO / Store Visuals

**Creative Production:** Video Ads, UGC, Social Creatives, Gameplay Creatives, Playable Ad Concepts, Motion Design, Editing, Visual Storytelling

**Tools:** Adobe After Effects, Premiere Pro, Photoshop, Illustrator, Unity, AI tools such as MidJourney, Runway, Veo, Seedance, AI/UGC Workflow Tools

### SOFT SKILLS

Communication, Creativity, Adaptability, Empathy, Problem-solving, Teamwork, Leadership

### LANGUAGE

English - Professional Working Proficiency

Turkish - Native

### CERTIFICATIONS

McKinsey Forward Program - McKinsey & Company 2025

Academic English - Yasar University, Izmir (C1 Proficiency, 2014)

General English - Oxford House College, London (Advanced 2011-2012)

## PUBLIC SPEAKING

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### Panel Speaker, Next-Gen Playables: The Reality, the Secrets, and Best Practices 2025 - Online

Provided expert perspectives on the future of next-gen playable advertisements, including critical tips and leading industry best practices.

### Solo Speaker, Hyper Games Conference 2023 - Istanbul, Turkey

Presented "User Acquisition Strategies to Optimize Your Prototype" in English, sharing insights on how early-stage game prototypes can be evaluated and optimised from a user acquisition perspective.

## REFERENCES

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### Emma Clarkson-Short

Zynga - Creative Strategy Lead / ex-TapNation [linkedin.com/in/emmaclarksonshort](https://www.linkedin.com/in/emmaclarksonshort)

### Vincent Fevrier

TapNation - Advisor - Ex CMO <https://www.linkedin.com/in/vincent-f%C3%A9vrier-9580ab53/>