

Bengi Alara Akçasız

Head of Growth and entrepreneur. I find the channels, insights and ideas that make products grow, for consumers and for businesses.

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Summary

I was one of the first marketing hires at Decktopus AI, an AI presentation tool spun out of a venture studio that has grown to 5M+ users. I built its marketing from the ground up and now lead growth next to the CEO and CTO, across acquisition, revenue, positioning and product direction.

I have run almost every growth channel hands-on: paid ads, SEO and AI search, influencers, affiliates, partnerships, social media, the website, sales and new markets. I have grown products for consumers and for businesses, and I bring research and data back to the product team so we build the right things.

I started my first company, Triwi, as a student and ran it for seven years. I still build: I ship my own products and tools with AI, and my MSc thesis studies how AI agents run ad campaigns.

Experience

Decktopus AI · Head of Growth · 2020 to present

AI presentation and content tool spun out of a venture studio, now 5M+ users. One of the first marketing hires. I built the marketing function and growth motion from scratch and work with founder-level scope next to the CEO and CTO.

Building the growth engine

- Set up the marketing function from zero, then grew and led a team of up to 5 people across content, social, influencers and paid. Own the growth budget.
- Run every growth channel end to end: paid search and social (Google, Meta, ChatGPT Ads), SEO and AI search visibility, influencer and creator programs, affiliates, partnerships, social media, email and the website.
- Grew domain authority from **5 to 72** through SEO and content, and started working on AI search visibility (AEO/GEO) early.
- Grew the affiliate program to **2,000+ partners** and built partnerships with other companies and creators.
- Led expansion into new markets with localized pricing, positioning and campaigns.
- Own revenue optimization: pricing, plan structure, the pricing page and upgrade flows.

Consumer and business growth

- Grew a large consumer user base through organic, paid and creator channels, plus webinars and community.
- Saw individual users bringing in their teams and built a B2B sales motion around it: lead flow, sales calls and demos.
- Built a LinkedIn creator program for business buyers that brought **148 qualified sales calls in 2.5 months**.

Research and product insight

- Worked with the product team before the AI shift to decide what to build, then led the launch that brought **1.5M new users in 6 months**.
- Run our yearly surveys of professionals and turn them into whitepapers with sector insights, used in content, PR and sales.
- Before feature launches, research users on Reddit, Product Hunt and online communities, and bring the insights to the team: who it is for, what pain it solves, how to position it.

- Act as product marketer for feature launches: positioning, messaging, launch plan and rollout across channels.

Data and analytics

- Run RFM analysis, user segmentation, churn and LTV analysis on product data with SQL and Python, and use them for targeting, retention and pricing decisions.
- Set up and audit tracking across GA4, PostHog and ad platforms so budget decisions rest on clean data.
- Run experiments such as creative tests (influencer vs. UGC), landing page and pricing tests.

AI-native operations

- Built AI workflows with Claude Code (content refresh pipeline, AI-generated UGC creator, inbox and affiliate reviews, reporting) so a small team works like a large one.

Triwi · Co-Founder · 2018 to 2025

Femtech consumer brand around a smart bra.

- Started it as a student and ran it for seven years. Funded it through crowdfunding and grants.
- Built the brand, website and every growth channel from scratch, and grew the community to **5,000+ users**.

Building

Side projects where I build products myself and use them as a lab for new growth ideas.

Resonance App Studio · Founder · 2026 to present

Small iOS app studio. We ship a new app every month, test it with paid ads, then kill it or scale it.

- Handle positioning, App Store pages and acquisition for each app.
- Built an AI-generated creator persona to grow apps organically with no marketing budget.

Advisory

I help early-stage startups launch and find their first growth channels.

- **BeforeSunset AI** · 2023 · Launch and SEO support.
- **Commented** · 2023 · Launch and SEO support.
- **GitMe** · 2026 · Full digital marketing audit for an AI engineering analytics platform: tracking, channels, SEO, AI search visibility, content and distribution strategy.

Education

NOVA IMS, Lisbon · MSc Data-Driven Marketing · thesis stage

- Thesis: an AI agent runs ad campaigns in a simulated market. I study how it reasons, where it does well and where it fails. The test design builds on the user type and pain method I use in my own companies.
- Research projects: qualitative study on AI and presentation work, interview study on wearable tech users, social media text mining with Python (sentiment, topic modeling).
- Coursework: digital analytics, data science for marketing, marketing engineering, market research, consumer behavior.

Izmir Institute of Technology · BSc Chemical Engineering, minor in Mechanical Engineering · 2015 to 2020

Writing and Public Work

- **Medium:** essays on growth, marketing and AI, incl. a brand teardown series on how SaaS companies like PostHog and Metricool market themselves.
- **GitHub:** open-source tools I build for my own marketing work.
 - [cms-blog-optimizer](#): a Claude Code pipeline that refreshes hundreds of blog posts at once. It reads from the CMS, rewrites to brand rules, checks facts and links, and saves drafts for review.
 - [product-launch-projects](#): reusable video templates for feature launch promos, built in code.
 - [claude-skills](#): a library of AI skills for my marketing work, from SEO audits to launch planning.
 - [marketing-masters](#): data and analytics notebooks from my MSc (Python).

Skills

- **Building with AI:** Claude Code, content automation pipelines, launch video templates in code, AI skill libraries, all public on [GitHub](#). I build what I need instead of waiting for a developer.
- **Growth:** paid search and social, SEO and AI search (AEO/GEO), influencers and creators, affiliates, partnerships, social media, email, website, sales motion, market expansion, pricing.
- **Research and product:** surveys and whitepapers, user interviews, community research, positioning, product marketing, launches, webinars.
- **Data:** SQL, Python, GA4, Search Console, PostHog, CRM; RFM, segmentation, churn, LTV, experiments.
- **Interests:** self-serve and product-led products, consumer apps, habit-forming products, AI tools, consumer behavior.
- **Languages:** Turkish (native), English (fluent).