

Portfolio



*S*AMET *P*OLAT

Profile

My name is **Samet Polat**, and I am an experienced and versatile freelancer with a passion for **digital transformation, project management and agile methodologies**. My portfolio shows over a decade of successful projects where I have developed innovative solutions, managed complex endeavours and led cross-functional teams to achieve measurable results.

Here you will find examples of my work – from **agile coaching and project management to client service direction** for global brands such as Lufthansa Airlines, E.ON and Hartmann Healthcare. I place great emphasis on combining technical expertise with strategic thinking to help organisations succeed in a rapidly changing digital world.

Please feel free to browse my portfolio and don't hesitate to contact me if you have any questions or are considering working with me.

Best regards

SAMET POLAT

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Range of services



Product Owner & Agile Coaching

- Prioritisation of backlogs and implementation of the product vision.
- Leading agile teams and moderating Scrum ceremonies.
- Introduction and scaling of agile frameworks (Scrum, Kanban, SAFe).
- Stakeholder management and requirements harmonisation.
- Coaching teams in agile methods.
- KPI definition and performance measurement.
- Development of roadmaps and strategies.
- Integration of user feedback and research.



Project management

- Project and account Management for small and large projects
- Agile and waterfall
- Creation of project plans
- Implementation of complex workstreams
- Coordination of teams
- Quality assurance
- Process optimisation
- Resource planning and management
- Budget control and billing
- KPI tracking and reporting



Account & Client Service Direction

- Bridging vacancy periods
- Forecasting
- Revenue, margin & profit tracking
- Team leadership & motivation
- Stakeholder Management
- Customer Relationship Management
- consulting
- Preparation of offers and SOWs
- Contract negotiation
- Up & cross selling



Marketing & communications consultancy

- Development and management of digital and integrated communication concepts
- Brand development & management
- Market & competition analysis
- Target group analysis, audience
- insights, persona development
- Customer journey mapping
- KPI setting
- Messaging & positioning
- Development of marketing measures
- B2C, D2C & B2B





I make the complex simple.

Brands & Agencies



different



SAURER.



Deloitte.



S I Z I G I



Industry-Know-how

Aviation & Logistics

Lufthansa Airlines,
DB Schenker,

Finance & Insurance

Reisebank

Catering & Food

SODEXO Services GmbH

Energy

E.ON, MAINOVA

Agencies & Consultancy

DDB, Ray Sono AG, Different,
Deloitte, SZYZGY, ijuice
Agentur

Healthcare

Paul Hartmann AG

Automotive

MAN Trucks

Associations & authorities

IHK Frankfurt, VDE, Ministry of
Education RLP, Office for Social
Affairs and Labour Hesse

Industry

Saurer, ACO, Caterpillar



Selected projects

Lufthansa: Corporate Healthcare

Project

Project manager and strategic consultant for digitalisation with the help of an agency team at Lufthansa Airlines.

Tasks

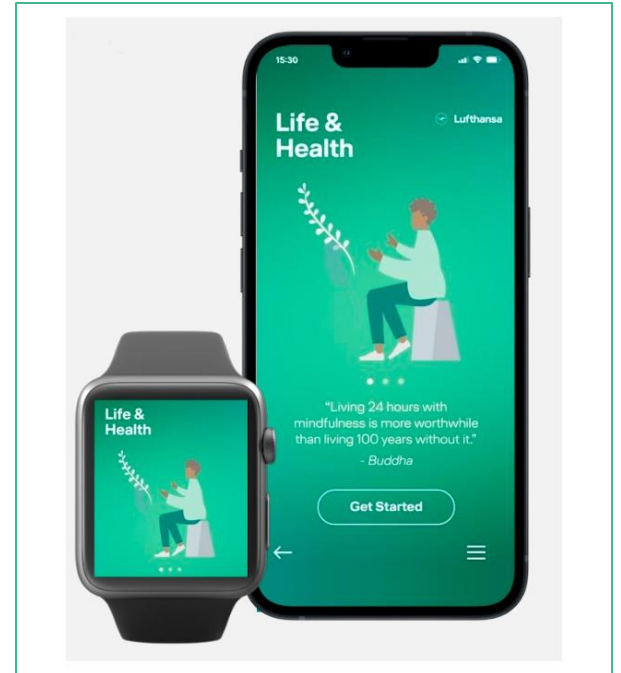
Project management, Development of an app, health events, management of agency team, stakeholder management

Channels

Intranet, on-site events, apps, posters, internal communication tools, townhalls, newsletters

Agency & Client

Ray Sono AG



E.ON: Creative Lead Agency

Project

Interim Client Service Direction and Project management at DDB for E.ON: ATL and BTL communication (B2C and B2B)

Tasks

Project Management, Digital/Integrated Consulting, Digital Marketing Strategy, Power BI dashboard creation

Channels

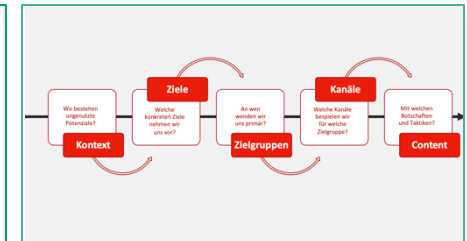
Online, Webseiten, Social, TV, Radio, DOOH, Print, Direct Mail, In-Store Promotion, Performance Marketing, Power-BI Plattform

Agency & Client

DDB Germany



The screenshot shows the E.ON website's promotional page for 'E.ON Plus Vorteile'. The main headline is 'Energie bündeln, doppelt profitieren'. Below it, there are three main sections: 'Bis zu 120 Euro Rabatt jährlich!', 'Gutscheine für Freizeitangebote', and 'So funktioniert E.ON Plus:'. The 'So funktioniert E.ON Plus' section lists benefits like bundling energy services, getting discounts on new services, and using points for gifts. At the bottom, there is a section titled 'Wie kann ich E.ON Plus allein nutzen?' with an illustration of a person and icons representing different services.



Sodexo: Content migration

Project

Project management for the relaunch of the websites for Sodexo Central Europe and the associated data & content migration to a new CMS

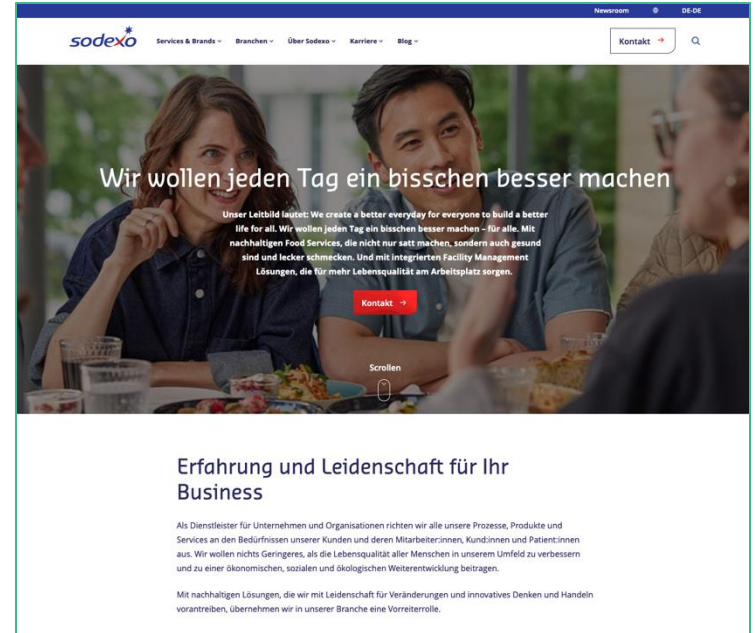
Tasks

Agile project management, content migration, platform customisation

Kanäle & Tools

Webseiten, Content Managementssystemen, JAHIA, Sitecore, JIRA/Confluence, MS Teams

Client



VDE: Central digital platform

Project

Creation of a central B2C platform for the extensive services and knowledge resources, using an AI search engine and online shops

Tasks

Product Owner (Proxy)
Digital/Integrated Consulting,
Digitale Marketing Strategie,
Stakeholdermanagement

Channels

Websites, eCommerce,

Agency & Client

Ray Sono AG

VDE



Hartmann: Digital Project Management

Project

Management of various digital projects, including websites, eCommerce platforms and digital tools.

Tasks

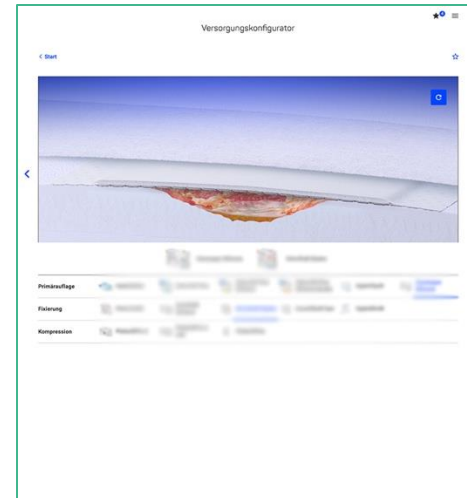
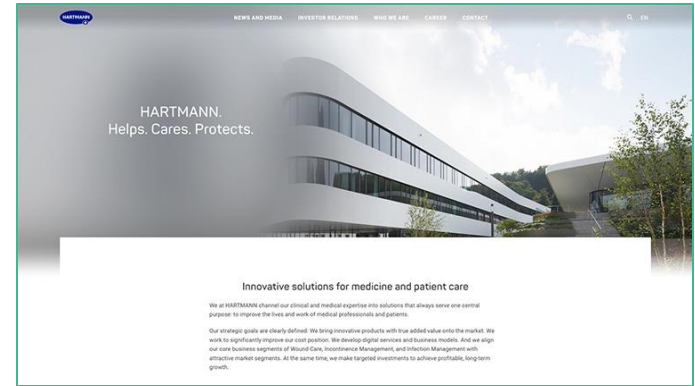
Project management, digital consulting, development of digital marketing strategies, stakeholder management

Channels

Websites, eCommerce, digital platforms, marketing channels.

Agency & Client

Ray Sono AG



Saurer: HMI for textile machines

Project

Saurer needed a new design for the HMI of its textile machines. The new design was developed and implemented in an agile manner with an international team.

Tasks

Project planning, UX design project management, requirements management,

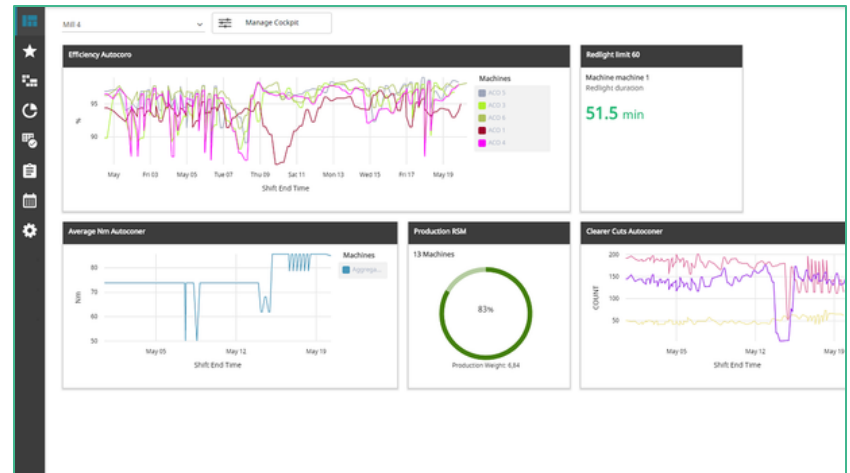
Channels

Terminals (Human Machine Interface)

Agency & Client

Ijuice Agentur

SAURER.



Caterpillar: HMI für Oil & Gas Machines

Project

CAT needed a digital design for the HMI of its gas compression machines. The old analogue design was transformed into a purely digital HMI.

Tasks

Project planning, UX design project management, requirements management,

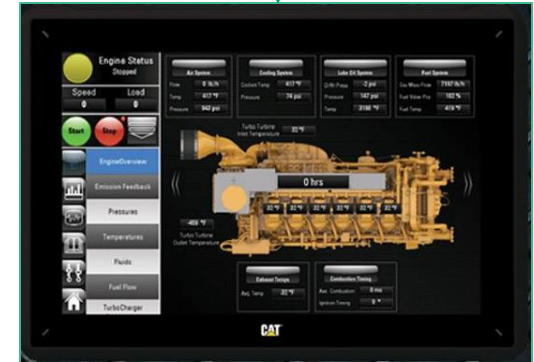
Channels

Terminals (Human Machine Interface)

Agency & Client

Ijuice Agentur

CATERPILLAR®



Reisebank: Internal ordering tool for branches

Project

Management of various digital projects, including websites, eCommerce platforms and digital tools.

Tasks

Project management, digital consulting, development of digital marketing strategies, stakeholder management

Channels

Websites, eCommerce, digital platforms, marketing channels.

Agency & Client

Ijuice Agentur

reisebank.



Bosch: Pitch eBike sale platform

Project

Bosch eBikes has planned a new relaunch of its B2B platform. Various agencies were asked to pitch for this.

Tasks

Technical conception, pitch preparation, pitch realisation

Channels

Websites, eCommerce

Agency & Client

Different



IDM Tirol: Pitch Media & Creative Etat

Project

The Omnicom Group with DDB Germany & MediaOne have decided to pitch for the new IDM-Tirol account.

Tasks

Executive steering committee, project planning, resource planning, pitch preparation

Channels

Websites, media budget, social media,

Agency & Client

DDB Germany
Media One



Ministry of Labour: 360° digitalisation

Project

Conception & project management of various digital projects, including websites, intranets, apps, digital trade fairs and digital tools.

Tasks

Project management, digital consulting, conception and stakeholder management

Channels

Websites, eCommerce, digital platforms, app, intranet, digital trade fair

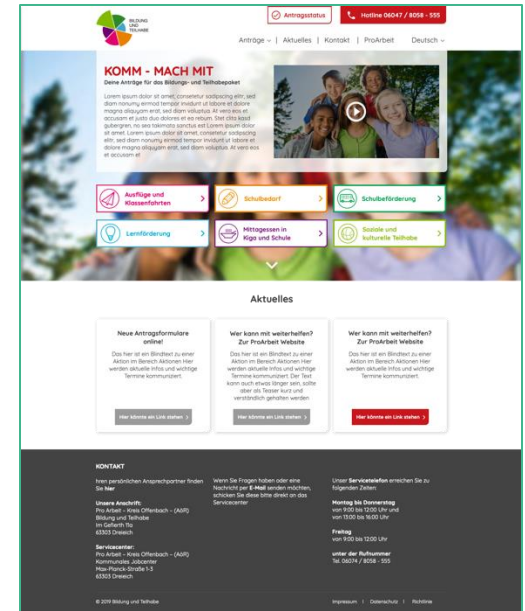
Agentur

Ijuice Agentur GmbH

HESSEN



Hessisches Ministerium für
Arbeit, Integration, Jugend
und Soziales



MAN Trucks: Truck Life Hotel campaign

Project

Project management for the Trucklife Hotel campaign at MAN Trucks. The campaign served to promote the new truck from MAN

Tasks

Project management for marketing

Channels

Instagram, Webseite, Radio, Influencer Marketing

Agency

Ray Sono AG





Thank you

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