

Digital Marketing Specialist

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# USEYD KERIMOGLU

## Work experience

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### **Digital Marketing Manager - Lilian Health+- Turkey, Istanbul-january 2023 - percents**

- Evaluating and optimizing marketing and pricing strategies.
- Analyzing market trends and preparing forecasts.
- Generating new business leads.
- Increasing brand awareness and market share.
- Coordinating marketing strategies with the sales, financial, public relations, and production departments.
- Developing and managing the marketing department's budget.
- Overseeing branding, advertising, and promotional campaigns.
- Managing the marketing department's staff.
- Preparing and presenting quarterly and annual reports to senior management.
- Promoting our brand at trade shows and major industry-related events.
- Keeping informed of marketing strategies and trends.

### **Digital Marketing Specialist -ALWA Marketing- online-August 2022 - january-2023**

I do follow the data pipeline in order to deliver high quality work: colocation data using APIs or web scraping.

- Applying company digital marketing goals to digital platforms.
- Creating and managing digital marketing campaigns of ( Facebook / Google/ Snapchat / twitter ).
- analyzing campaign data and optimizing them for a better ROAS.
- Managing a team starting from content maker to graphic designer and also video editor to

deliver the best ad creative.



**Performance marketing specialist - Freelancer- online-june 2022 - january-2023**

- colocation data using APIs or web scraping.
- cleaning the data with Excel sheets/ python.
- Finding insights into the data using SQL/python.
- Using Data visualization tools like Tableau/ PowerBI.
- Google Analytics · Python (Programming Language) · Web Scraping · Data api · Tableau · SQL.

**Digital Marketing Specialist- Konuşarak Öğren - Turkey, Istanbul- june 2021 - presents**

- Applying company digital marketing goals to digital platforms.
- Creating and managing digital marketing campaigns of ( Facebook / Google/ Snapchat / twitter ).
- analyzing campaign data and optimizing them for a better ROAS.
- Managing a team starting from content maker to graphic designer and also video editor to deliver the best ad creative.

**Performance marketing specialist - TAKSIM HOMES-Turkey, Istanbul-march 2021 - march 2022**

- Applying company digital marketing goals to digital platforms.
- Creating and managing digital marketing campaigns of ( Facebook / Google/ Snapchat / twitter ).
- analyzing campaign data and optimizing them for a better ROAS.
- Managing a team starting from content maker to graphic designer and also video editor to deliver the best ad creative.

**Team Leader -Ta3rraf- Turkey, Istanbul may 2020 may 2021**

- Working as the Team leader of Ta3rraf team. Flowing the design and marketing and customers service team in order to offer our clients best service

## Education

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Bachelor's degree, Mechanical Engineering - **Middle East Technical University/Orta Doęu Teknik Üniversitesi** - Ankara