

Bengisu Ülker

Digital Marketing Specialist

CAREER BACKGROUND

- **DIGITAL MARKETING SPECIALIST** June 2019 - Present
- **DIGITAL MARKETING INTERN** February 2019 - June 2019
Boosmart Marketing Intelligence Agency | Istanbul, Turkey
 - Managing 10 brand's digital marketing operations.
 - Responsible for continuously analyzing and optimizing a portfolio of 125 Google Ads and Facebook Ads campaigns totaling 170k TRY/month in spend.
 - Reduced the cost per acquisition by 78,2% in an account which aims lead generation.
 - Taking part in the product development and marketing process of wpbacking.com.
 - Creating engaging videos for both Boosmart and some customers.
 - Managing Boosmart social media account's digital marketing operations and content creation.
- **CAMPUSWIN CONTENT MARKETING INTERN** June 2018- February 2019
Turkish Women's International Network | Istanbul, Turkey
 - Managed end-to-end marketing process of CampusWIN brand which is a leadership program of the TurkishWIN & BinYaprak
 - Responsible for the website layout change and social media accounts activation during the CampusWIN re-branding process.
 - Organized and coordinated a team to produce content for Binyaprak social platform.
 - Gained an experience in UX Design and E-mail Marketing
- **PRODUCTION INTERN** June 2018- July 2018
ADO Group | Antalya, Turkey

ACADEMIC BACKGROUND

- **ISTANBUL TECHNICAL UNIVERSITY**
Management Engineering
 - Fourth-Year Student with 3.18 GPA
 - Contributed a project about blockchain as a hardware.
 - Submitted a thesis about gender inequality and patriarchy over the life cycle of the human under the Gender Studies course

VOLUNTEERS

- **EDITOR** September 2016 - June 2017
Maçka Magazine
 - Organized and coordinated a team to publish Maçka magazine which is a yearly and the longest-running publication of Istanbul Technical University
 - Enriched the content and interviews of the publication

CAREER OBJECTIVE

An articulate and quick thinking young person who has a natural flair for being able to communicate and build relationships with targeted consumers. Bengisu is creative, innovative and willing to contribute ideas and professional opinion to any project. She is more able to aid senior marketing executives with their promotional efforts, advertising campaigns, and public relations initiatives. She is presently looking for a suitable position with an exciting & ambitious company.

SKILLSET

- Google Ads
- Google Analytics
- Facebook Ads
- Twitter Ads
- LinkedIn Ads
- Adform
- Photoshop
- Illustrator
- Indesign
- Powerpoint
- Excel
- AutoCAD

LANGUAGES

English: Upper Advanced C2
Japanese: Beginer A1
Turkish: Native

INTERESTS



GET IN TOUCH

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