

Bengisu Ülker

Digital Marketing & App Store Optimization

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Bergen, Norway

SUMMARY

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 companies with their promotional efforts, advertising campaigns, and public relations relations initiatives. She is presently looking for a suitable position with an exciting & ambitious company.

EXPERIENCE

Mobile App Acquisition Manager

12/2020 - Present

Green Tomato Media

- Developing App Store Optimization (ASO) strategies for a portfolio of 15 entertainment apps in 22 localizations.
- Optimizing conversion rates for app download pages by utilizing various content and visual tools.
- Monitoring and tracking app store rankings using the latest analytic tracking tools
- Providing guidelines and recommendations to design and product teams for how to maximize discoverability and conversion rates based on analytics.
- Planning split test for store listing to increase the performance.
- Developing tools using R and Python to make the analysis process efficient.

Marketing Manager

03/2020 - 12/2020

PulpoAR

- Managing and organizing all marketing processes and marketing team in a start-up that creates solutions for retailers with Augmented Reality.
- Planning a B2B marketing strategy and marketing processes from scratch.
- Planning a content strategy, media plan, and organizing the team based on that.
- Managing digital marketing operations (Ads, Facebook, Instagram, campaign setup and optimization, audience strategy)
- Selecting appropriate performance report metrics and attribution reports for all campaigns.
- Set goals and plan out an extensive social media strategy
- Develop brand awareness and build an online reputation

Digital Marketing Specialist

06/2019 - 03/2020

Boosmart Marketing Intelligence Agency

- Managing 10 brand's digital marketing operations. Analyzing web traffic metrics; measure and report on the effectiveness of digital marketing initiatives and activities through Google Analytics and Ad Words. Share findings with the Team for future adjustments to strategy and tactics.
- Managing digital media buying plans and budget, working closely with strategic partners including Google, Facebook, Criteo, RTB House and Affiliates.
- Continuously monitoring online campaigns' ROAS, taking necessary actions when needed.
- Suggesting optimal solutions by controlling and measuring the relevant KPI's and overall ROI of the campaigns.
- Reduced the cost per acquisition by 94,2% in an account which aims lead generation, with a new marketing strategy
- Managing Boosmart social media accounts and content creation.

Digital Marketing Intern

02/2019 - 06/2019

Boosmart Marketing Intelligence Agency

CampusWIN Content Marketing Intern

07/2018 - 02/2019

Turkish Women's International Network

- Took part in the 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.

EDUCATION

Business Analytics

2022

Norwegian School of Economics - Master's degree

- 2nd-year student
- Minor in Economic Analysis

Management Engineering

2020

Istanbul Technical University - Bachelor's degree

- Maintained a 3.2 GPA
- Designed an Enterprise-specific Blockchain Platform with High-Level Security Appliances.
- Submitted a thesis about gender inequality and reproduction of patriarchy under the Gender Studies course.

SKILLS

Google Ads	Expert	Illustrator	Intermediate
Google Analytics	Expert	Excel	Expert
Social Media Ads (Facebook, Twitter, LinkedIn)	Expert	R Programming	Intermediate
Hubspot	Advanced	SQL	Intermediate
Photoshop	Advanced	Python	Beginner

LANGUAGES

English	Fluent	Norwegian	Basic
Japanese	Basic	Turkish	Native