Digital marketing:

Marketing/digital marketing: goals, strategy, do/don't, customer behavior, segmantation,4p, marketing plan

SEO: goals, plan, process, keywords, onsite(keyphrases, metadescriptions, alt text, content, UX, accessible, URL, page speed, title tags, mobile friendly, internal links), offsite(links from other sites+quality of those), seo plugins wordpress.
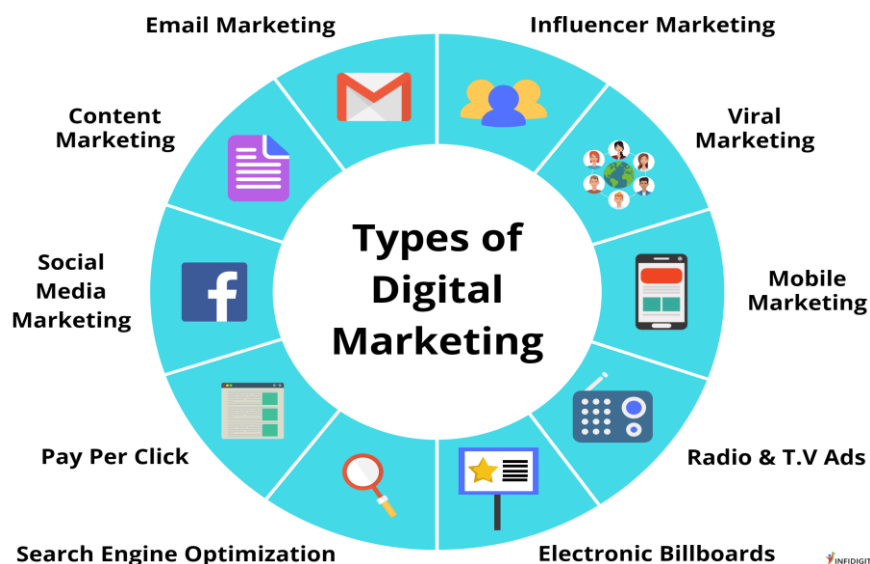
Done this in our school project(websites) and in my blog.

SEM: auction,keywords

    GOOGLE ADS:

        -Display ads:strategy, campaign types, automated bidding, google display ads, performance planner

        -Google search campaign: strategy, search audiences, bidding

SOME: social networks, platforms, goals, plan, advertising, analytics, content marketing, engaging and growing fan base, audience insight, visual marketing, campaigns.

Meta quizzes in meta blueprint: +META certified digital marketing associate

Manage your ad campaigns
Earned: Jul 4, 2022

Customize ad creative in Meta Ads Manager
Earned: Jul 4, 2022

Choose ad placements, budget and schedule in Meta Ads Manager
Earned: Jul 4, 2022

Set Up and Use the Pixel and the Conversions API for Ad Campaigns
Earned: Jul 2, 2022

Create audiences in Meta Ads Manager
Earned: Jul 2, 2022

The importance of campaign objectives
Earned: Jul 2, 2022

Get Started with Advertising on Facebook and Instagram
Earned: Jul 2, 2022

Connect with Customers on Instagram
Earned: Jun 14, 2022

Connect With Customers Using Meta Business Suite
Earned: Jun 14, 2022

Start Marketing with Meta Technologies
Earned: Jun 14, 2022

-FB: Business suite, Fb page, pixel, campaign

-IG: campaign, for business account and features

-TikTok

-LinkedIn

-Twitter

Email marketing

E-commerce

Analytics(Google): goals to track, how data gets collected and processed, configurations, segmentation, reports(audience,acquisition,behavior), custom reports, remarketing. Roll up reporting, custom funnels, unsampled reports, custom tables, reporting with bigquery, creating account, implementing tracking code, setting up data filters, Google analytics interface, top performing content, improving ecommerce performance, converted users, analyzing traffic sources, creating reports(data studio).

Video: shooting+editing

Inbound marketing:t heory, techniques, tactics, content creation, target audience/buyer persona, buyer's journey, content distribution, behavioral marketing, customer segmentation, marketing automation.

In my free time I follow actively marketing and digital marketing related content in different medias such as Instagram. Also I sometimes check my business profile in Instagram and see the analytics. I have experience about Google Analytics as well because I wrote a blog and had it there.

UX&UI design:

Service design: double diamond, process, empathy map, user persona, customer journey map, service blueprint, value proposition canvas, story board, business model canvas.

Accessibility:WCAG-guidelines, WAI-ARIA.

UX: what it is, fields of UX, product development life cycle, user research(interviews, observing), usability(goals, +Nielsen's heuristics, ISO9241-11, testing, analyzing and reporting), understanding the users, empathy map, creating user personas, pain points, user journey map, user stories, wireframes, storyboard, scenario, prototypes, testing, design thinking process, performance, IA, different platforms and responsive design, design sprint.
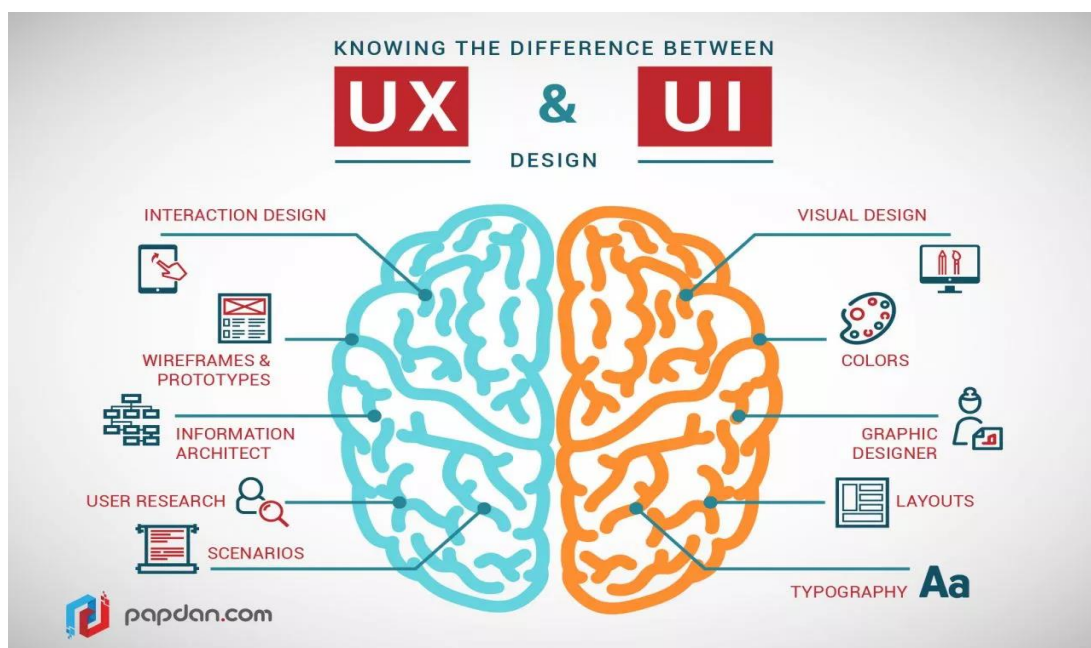
UI: web design, visual usability, senses, navigation, colors, fonts/typography, composition, balance, accessibility, gestalt laws, layout, responsive design, icons, components of UI, interactivity

Material design: design, components for different operating systems.

Contextual design: phases, rapid cd,

Done group projects in school where we made couple of websites. I was part of designing the layout, typography, colors, what pictures we use and edited those, SEO, wireframing, doing usability testing etc.

Learned and also been part of agile project management process. Used kanban and scrum(HacknPlan). Included version control.

Currently I'm studying Google UX design professional certificate. I also actively follow UX&UI design and also service design related topics and content during my free time.