



PINAR MERT

Digital Marketing Specialist

996423748

pnrmert@hotmail.com

EDUCATION

Bachelor of Science:
Marketing
Marmara University
September 2016 – June 2020

PROFILE

A data-driven Digital Marketing Specialist with 4 years of proven experience in driving organic traffic growth and conversion optimization. I possess strong competencies in SEO, SEM, social media marketing, and content strategy. My analytical skills focus on enhancing the performance of marketing campaigns and boosting brand awareness.

WORK EXPERIENCE

Growth Agency

March 2022 – Present

Digital Marketing Specialist

- Developed and implemented company digital marketing strategies, increasing website traffic by 30%.
- Managed Google Ads and social media advertising campaigns, improving Return on Ad Spend (ROAS) by 25%.
- Achieved significant increases in keyword rankings through SEO efforts and boosted organic search sales by 20%.
- Developed and executed content marketing strategies, increasing blog engagement by 40%.

Online Solutions

Digital Marketing Assistant

September 2020 – February 2022

- Managed social media accounts and created content calendars.
- Assisted in the creation and analysis of email marketing campaigns.
- Prepared Google Analytics reports to monitor website performance.

LANGUAGE

- English(Fluent)