



PINAR MERT

Digital Marketing Specialist



996423748



pnmert@hotmail.com

EDUCATION

**Bachelor of Science:
Marketing**
Marmara University
September 2016 - June 2020

EXPERTISE

- SEO & SEM
- Social Media Marketing
- Content Marketing
- Email Marketing
- Google Ads, Google Analytics
- Meta Business Suite
- Data Analysis
- Conversion Optimization

LANGUAGE

- English(Fluent)

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

September 2020 - February 2022

Digital Marketing Assistant

- 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.