Abdullah Corduk

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ABOUT ME

Love Traveling,
Self Driven, Innovative,
Quick Learner,
Solution Oriented,
Analytical, Friendly

INFOS

Marital Status
Married

Date of Birth
26.10.1989

Driver's License
Class B

CERTIFICATES

University of Michigan
- **Interactivity with Javascript**

META Front-end Developer
- **JS, HTML5, CSS, Bootstrap, React, UX, Version Control**

Team Tree House
- **Front End Developer**

Sololearn
- **Core CSS, HTML5, JS Fundamentals**

Google Analytics

LANGUAGES

- **Turkish**
  Native
- **English**
  Advanced
- **Spanish**
  Fluent

EDUCATION

Istanbul University
Economics
Bachelor of Arts

September 2007
June 2013

Main Courses

Microeconomics and Macroeconomics
Statistics and Econometrics
Economical Analysis
Mathematical Methods in Dynamic Economics
Game Theory

PROFESSIONAL EXPERIENCES

Founder & Front-end Developer, UX Designer
VIVA TURQUIA Denizli, Turkey

Feb 2023
Still Working

Vivaturquia.com is a travel agency that sells tour packages and travel activities in Turkey.

- I have built the website from scratch by using Javascript, HTML, CSS, Bootstrap, JQuery.
- With the basic knowledge of PHP, I have created includes for header and footer, sidebars and more.
- By using Javascript, I have build reservation and newsletter boxes.
- I am the owner of its design. After doing deep research on the travel markets in Turkey, effect of the colors and buttons on visitors, I have shaped the design.
- I have used my technical SEO knowledge. The website is full responsive in all devices. I gave importance to semantic HTML. I have created robots.txt and sitemap.xml. I have done 301 redirections and built SEO friendly URL structures.
- On-page SEO; I have done keyword research by using tools such as keywordtool.io and Google Trends, written search engine optimized contents, image alt tags, meta title and description for each page. I have done manual indexing on Google Search Console.
- I have designed the logo by using Adobe Photoshop.

Founder & Front-end Developer
Pluto Web Solution - Izmir, Turkey

Jan 2018
Still Working

Plutowebsolution.com is a digital marketing company which was designed and built by me in January 2018.

- My main aim is to develop full SEO optimized websites for small and middle scale companies.
- I have designed websites by using HTML, CSS, Javascript, Bootstrap, JQuery and PHP.
- I have built websites with 100% SEO optimized and mobile responsive.

Data Research and Implementation
Upwork - Google's Knowledge Panel Project

May 2019
Still Working

Knowledge panels are information boxes that appear on Google when you search for entities (people, places, organizations, things) that are in the Knowledge Graph.

- I am working for Turkish team. My duty is to ensure the correctness of the data in the related panels.
- Understanding the bad data sources, fixing/reporting them to the customer,
- Analysing the feedback reports and fixing or adding data to the related panels,
- Merging the duplicate panels to prevent inconsistency in the panel,
- Entering data based on the hot trending topics,

Senior SEM Specialist & Digital Marketer
Kubix Digital - Istanbul, Turkey

March 2017
March 2018

Kubix is a digital marketing agency awarded by European and MENA search awards as the best small integrated agency in 2017.

- Building paid search marketing strategies to various web sites in different fields by using different channels not limited to search ads but also video, shopping and GDN ads,
- Optimizing bids based on the keyword performance, geographical location performance, hourly and daily performance to improve profitabilty of the ads as well as ROI, ROAS and conversion volume,
- Understanding the deep relationship of the Google Adwords and Google Analytics metrics such as CPC, CPA, CR, ROAS, AOV to improve the profitability of the investment,

Junior Market Research Client Executive
Millward Brown - Istanbul, Turkey

October 2016
March 2017

- Worked for Coca Cola's commercial strategies in Turkey,
- Analyzing and interpreting the research data to increase the market share,

Search Engine Marketing (SEM) Specialist
ClickBus Brazil - Sao Paulo, Brazil

June 2014
January 2016

- Managing and optimizing Google Adwords Search Ads campaigns for 2 websites (clickbus.com.tr and neredennereye.com) based on consumer behaviors and the performance of the keywords,
- Bid optimization analysis for geo location, keyword performance, RLSA, ad schedule,
- Making analysis and interpretation to improve profitability, increase online sales and reach the monthly goals,
- Analyzing consumer tendencies based on the data for hours, days and weeks,
- Creating new campaigns to increase search volume, testing new keywords and ad texts,
- Supporting IT team to improve Landing Page performance by doing A/B tests,

Facilities Management Assistant Specialist
        Multi Development Turkey - Istanbul, Turkey
April 2013
January 2014

- Supporting all operational issues of 11 Forum shopping centers in 10 cities, the biggest GLA of Turkey (820.000 m2),
- Preparing purchase agreements for services including, but not limited to security, cleaning, technical services, maintenance, personnel catering, landscaping, office tools etc.
- Examining the weekly, monthly and top management shopping centre reporting systems,
- Shopping Centre data control, interpretation and use of benchmarking data,
- Following Capital Expenses process.

INTERNATIONAL PROJECTS

English Speaking Club Project
Organizational Committee President
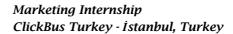*AIESEC Uzhhorod - Ukraine*

July 2011
August 2011
- Organizational Committee President of '' English Speaking Club" project
- Delivering training to develop Ukrainian university students
- Presenting conversation topics and leading the class
- Preparing games which improves speaking ability
- Contributing to creative thinking for the attendees

INTERNSHIPS

Facilities Management Internship
    Multi Development Turkey - İstanbul, Turkey
April 2012
September 2012

- Following up purchase agreements for services such as security, cleaning, technical services, landscaping, pest control, maintenance etc
- Understanding and analysing shopping centres monthly reports data such as service charge spending, customer complains, fit-out expenses, tenants insurance policy etc.

Marketing Internship
    ClickBus Turkey - İstanbul, Turkey
April 2014
May 2014

- Learning and developing optimization tools of the search engine marketing
- Research for bus market in Turkey, collecting and interpreting data
- Identifing keywords for Google Adowrds search campaigns based on consumer behaviours
- Creating Google Adwords search campaigns