



# Devin Cetin



Kronenberg, Netherlands



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## Professional Experience

### Marketing Consultant, Freelancer

I succeeded cross-functionally to deliver projects on time and within budget.

01/2023 | Eindhoven, Netherlands

Online Marketing - Web development - SEO - Google Analytics, Ads - Email Marketing - Online advertising

### Digital Marketing Assistant, SiciliaMia

I have succeeded to organize and implement the whole marketing automation system. I implemented email marketing from scratch. I worked with SEO team and social media team. I was proposed to promotion.

02/2021-01/2022 | Ragusa, Sicily (Remote)

Social media campaigns (Instagram, Facebook, Pinterest) - Email Marketing - Website Marketing(HTML, CSS) - Implementing KPIs, ROI and CRO - Segmentation - Swot - Consumer Journey Optimization - Buyer Persona Creation - Leads Generation -

### Digital Marketing Assistant, Sono Celiaco

I implement a useful way to get data from Google analytics. I recorded data more organized way. I find a standardized way to visualize data.

03/2020-02/2021 | Rome, Italy

Non-profit Organization - Deciding KPI - Gathering data Google Ads and Analytics - Data Visualization

### Sales Assistant, Gant

I succeeded in 100% of the monthly sales goals. I generated new loyal customers. I monitored our customers from CRM systems.

12/2018-09/2019 | Izmir, Turkey

Retail Luxury Clothing Company - Sales goals - Working on commission - CRM monitoring

### PR Team Leader, Erasmus Student Network

I have been elected as PR Team Leader after 2 years of membership. I managed social media accounts (Facebook, Instagram) and created content. I generated 20% more leads via Email-marketing to the events. I worked as a content creator for 2 different National events.

09/2017-08/2018 | Izmir, Turkey

Non-profit Organization - Social media marketing (Facebook, Instagram) - Digital Content Creation(video, photo, banner, event posts) - Video Editing - Generating leads - Event Marketing - Email Marketing

### Finance Intern, Vakifbank

I was an intern at one of the most well-known Turkish banks. Monitor the financial statements of several personal accounts. I gained experience in communication by providing consultancy to corporate and individual customers.

06/2017-09/2017 | Izmir, Turkey

One of the most well-known Turkish banks - Monitoring the financial statements - Communicating with customers - Monitoring Personal Portfolio - Software Data Analyzing - Excel

### Counsellor, Space Camp Turkey

My role was teaching children about the USA's space programs. When the children arrived, I trained and took care of them.

09/2015-07/2016 | Izmir, Turkey

Space Programs Training Centre - Training - Customer Communication - Critical Thinking

## Education

### Master's Degree in Economics and Communication for Management and Innovation, Sapienza University of Rome

2019-2021 | Rome, Italy

My dissertation is about "AI in Organizational Communication" - Branding - Marketing - Enterprise Communication - Business Information System - Business Intelligence - Innovation Management - Economic Development - Rstudio - Score:104/110

### Bachelor's Degree in Business Administration, Ege University

2013-2019 | Izmir, Turkey

Business management - Organizational Communication - Marketing - Human Resources - Finance - Economics - Statistics - SPSS - Accounting - Finance - I graduated with an honours degree with 3,3/4,0.

### Global Marketing (Erasmus), UTH Helena Chodkowska Uni.

2016-2017 | Warsaw, Poland

I achieved to become an exchange student among a few other students in my faculty. Global Marketing - Global Capital Movements - Management Information System - Score:3,9/4,0

## Languages

Turkish (Native), English (C2), Italian(B2)

## Computer Skills

HTML | JavaScript | CSS | Figma | Google Analytics | Google Ads | Zoho Marketing Automation | Microsoft Office (Excel, PowerPoint, Word) | Adobe Photoshop, Illustrator | R Studio | IBM SPSS | Adobe Premier Pro | Adobe Lightroom

## Certificates

Web Development Bootcamp (2023 Udemy) | Digital Marketing Specialist (LinkedIn eLearning) | Google Analytics | Introduction to Graphic Design | Google Ads Essential Training | SEO Foundations | Learning Excel: Data Analysis | The Fundamentals of Digital Marketing | Data Fluency: Exploring and Describing Data | Email and Newsletter Marketing Foundations