Devin Cetin

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⌾ devino_photography ⌂ devincetin 💬 Devin#8140 ⮹ Personal Website

📇 PROFILE

By finding Innovative and Technological solutions, I want to prove myself in my field. I have expertise in increasing brand visibility and generating leads thanks to my solid history in driving marketing strategy, content production, and social media management. I have extensive IT abilities and am proficient in Adobe Photoshop, Illustrator, Premier, Mailchimp, Zoho Marketing Automation, Hubspot, and Active Campaign. I am open to new prospects in digital marketing, communication technology and management and speak English, Turkish, and Italian fluently.

💼 PROFESSIONAL EXPERIENCE

Event and Hospitality Specialist, *Abbey Theatre Irish Pub*   02/2022 — 01/2023 | Rome, Italy
Scheduling and Promoting Folk Music, student and sports events - Social Media Posting - Content Creation - International Workplace - Welcoming Guests and hospitality

Digital Marketing Specialist, *SiciliaMia* ✐   02/2021 — 01/2022 | Ragusa, Italy
Startup Tourism Company (remote) - Marketing operations in Italy and Iceland ▪ Segmentation, swot analysis, consumer journey, and buyer persona reports - Generating leads for e-commerce ▪ Presentations and reports about Social media, Email, SEO and Marketing Automation - Using HTML and CSS for website marketing - Implementing and monitoring Zoho Marketing Hub

Digital Marketing Assistant, *Sono Celiaco* ✐   03/2020 — 02/2021 | Rome, Italy
Remote volunteer position in a non-profit organization ▪ Organized data in Google Analytics - Optimizing Google Search console - SEO - Website Management

Sales Development Specialist, *Eren Holding*   09/2018 — 09/2019 | Izmir, Turkey
Responsible for sales development of Gant Brand - Contacting Clients - Analysing CRM systems ▪ Monitoring monthly sales KPIs ▪ Branch expansion analysis - Generating Exel Sheets

Marketing Team Lead, *Erasmus Student Network* ✐   09/2017 — 08/2018 | Izmir, Turkey
Managed social media accounts (Facebook, Instagram) ▪ Creating Brand book - Deciding visual designs - Generated leads via Email-marketing to the events and content creation role in several international events ▪ Created content with Adobe Creative suites and published content (digital, printed) ▪ Led the PR team in creating content for the Social Media accounts.

Content Specialist, *Erasmus Student Network*   09/2015 — 09/2017 | Izmir, Turkey
(Part-time) Event Promotion - Event Photography - Digital Content Creation - Video Editing - Adobe Creative Suite

Finance Intern, *Vakifbank* ✐   04/2017 — 09/2017 | Izmir, Turkey
One of the most well-known Turkish banks ▪ Shadowing Loan Officers and Financial Advisors ▪ Using ERP systems - Risk assessments, Loan Analysis, Compliance support - Gained experience in communication and financial services by providing consultancy with corporate and individual customers of the bank.

🎓 EDUCATION

M.S. in Economics and Communication for Management and Innovation, *Sapienza University of Rome* ✐   2019 — 2021 | Rome, Italy
My dissertation is about "AI in Organizational Communication" - Enterprise Communication - Business Information System - Business Intelligence - Analytical Software - Innovation Management - Score:104/110

Bachelor's Degree in Business Administration, *Ege University* ✐   2013 — 2019 | Izmir, Turkey
Organizational Communication - Marketing -Human Resources - Finance - Economics - Honours degree with 3,3/4,0.

Global Marketing (Erasmus), *UTH Helena Chodkowska Uni.* ✐   2016 — 2017 | Warsaw, Poland
Erasmus Student Exchange Program - Travelling across Europe - Global Marketing - Global Capital Movements - Score:3,9/4,0

🎖 CERTIFICATES

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

🌐 LANGUAGES

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

💻 COMPUTER SKILLS

HTML, JavaScript, CSS, Microsoft Office,
Adobe Photoshop, Illustrator, Premier, R Studio, Mailchimp,
Zoho Marketing Automation, Hubspot, Active Campaign