

Devin Cetin

📍 Utrecht, Netherlands ✉ devincetin@yahoo.com ☎ +31687121269 🚗 A2, B in devincetin
📷 devino_photography 🔄 devincetin 🗨 Devin#8140 🌐 Personal Website

📄 PROFILE

Experienced digital marketer with web dev & digital marketing certification, skilled in HTML, JS, CSS, Adobe Photoshop/Illustrator/Premier Pro. Adept in social media/email marketing with proven lead generation, sales achievements & proficiency in Google Analytics/Ads, Zoho Marketing, IBM SPSS & Excel. With the Search year work visa (No sponsorship needed) Seeking a challenging role in digital marketing.

💼 PROFESSIONAL EXPERIENCE

Marketing Consultant, Freelancer 01/2023 – present | Utrecht, Netherlands
Developing Websites and implementing online campaign methods (PPC, SEO, SEA) - Boosting social media engagement by creating and executing engaging and Lead generation through executing targeted emails - Creating digital content well aligned with the company branding strategy and digital identity.

Digital Marketing Assistant, SiciliaMia 🌐 02/2021 – 01/2022 | Ragusa, Italy
Startup marketing operations in Italy and Iceland - Segmentation, swot analysis, consumer journey, and buyer persona report increasing leads in e-commerce - Presentations and reports about Social media, Email, SEO and Marketing Automation - Organized Social Media content and Used basic HTML and CSS for website marketing - Implemented KPIs and ROI on marketing campaigns and gathered data from Zoho Marketing Automation.

Digital Marketing Assistant, Sono Celiaco 🌐 03/2020 – 02/2021 | Rome, Italy
Remote volunteer position in a small non-profit organization - Organized data in Google ads and Google Analytics.

Sales Assistant, Gant 12/2018 – 09/2019 | Izmir, Turkey
Monitored our customers' consumption from CRM systems - Succeeded 100% of the monthly sales goals - Generated new loyal customers.

PR Team Leader, Erasmus Student Network 🌐 09/2017 – 08/2018 | Izmir, Turkey
Managed social media accounts (Facebook, Instagram) and created content - Generated 20% more leads via Email-marketing to the events and Succeeded content creation role for 2 different National events - Created content with Adobe Photoshop, Illustrator and Premiere and published content to help and communicate with international students - Led the PR team in creating content for the Social Media accounts.

Finance Intern, Vakifbank 🌐 06/2017 – 09/2017 | Izmir, Turkey
Selected to be an intern at one of the most well-known Turkish banks - Monitored the financial statements of several personal accounts - 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 - 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 MovementsScore:3,9/4,0

📜 CERTIFICATES

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

🌐 LANGUAGES

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

💻 COMPUTER SKILLS

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