

# Devin Cetin

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🌐 devincetin   💬 Devin#8140   🖱 Personal Website

## 📄 PROFILE

By finding Innovative and Technological solutions, I want to prove myself in Mar&Com. 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 CRM. I am open to new prospects in digital marketing, communication technology and management.

## 📁 PROFESSIONAL EXPERIENCE

**Hospitality Events Executive, Abbey Theatre Irish Pub** 02/2022 – 01/2023 | Rome, Italy  
Designed and implemented social media campaigns for the upcoming events through various channels - Demonstrated high visual communication skills (content creation, video and photo capturing, various banners) - Operationally managed the events in the venue (quiz night, student events, raffles) - Led the host&hostesses during the event for the guest management aspect - Scheduled Artists for the venue

**Digital Marketing Specialist, SiciliaMia** 02/2021 – 01/2022 | Ragusa, Italy  
Startup Tourism Company (remote) - Marketing operations in Italy and Iceland - Created successful segmentation, swot analysis, consumer journey, and buyer persona reports - Generated leads for e-commerce - Presentations and reports about Social media, Email, SEO, CRM and Marketing Automation - Using HTML and CSS for website marketing - Implemented and analyzed Zoho Marketing Hub

**Digital Marketing Assistant, Sono Celiaco** 03/2020 – 02/2021 | Rome, Italy  
A non-profit organization - Organized data in Google Analytics - Optimized Google Search console - SEO - Website Management - Updated IU-UX design


**Sales Development Specialist, Eren Holding** 09/2018 – 09/2019 | Izmir, Turkey  
Responsible for sales development of Gant Brand - Successfully contacted clients - Analysed comprehensive CRM data - observed monthly sales KPIs - Conducted sales reports via branches - Branch expansion analysis - Generated Exel Sheets

**Marketing Team Lead, Erasmus Student Network** 09/2017 – 08/2018 | Izmir, Turkey  
I successfully led the Creative Marketing team - Managed social media accounts (Facebook, Instagram) - Created a Brand book - collaborated for visual designs - Generated leads via Email-marketing to the events - Supported Content creation for several international events - Created content with Adobe Creative suites and published content (digital, printed)

**Content Specialist, Erasmus Student Network** 09/2015 – 09/2017 | Izmir, Turkey  
(Part-time) Event Promotion - Implemented digital visual elements - Created and managed Facebook groups for events - Event Photography - Digital Content Creation - Video Editing - Adobe Creative Suite - Created successful event videos

**Finance Intern, Vakifbank** 04/2017 – 09/2017 | Izmir, Turkey  
One of the most well-known Turkish banks - Shadowed Loan Officers and Financial Advisors - Used ERP systems - Learned Risk assessments, Loan Analysis, and 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,** 2019 – 2021 | Rome, Italy  
*Sapienza University of Rome*   
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,  
WordPress