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 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. 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 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, *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