

Basri Efe ERYİĞİT

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EDUCATION

ÖZYEĞİN UNIVERSITY - Istanbul, TURKEY (2021 - Present)

Faculty of Business

Department of Management Information System

Year: 4th

Honors: 50% Performance Scholarship

TED KONYA HIGH SCHOOL - Konya, TURKEY (2018 - 2021)

KONYA SOCIAL SCIENCES HIGH SCHOOL - Konya, TURKEY (2016- 2018)

EXPERIENCE

SigortaAcentesi.com - Istanbul, TURKEY (07/2025 - Present)

Position: Junior Brand Growth Specialist

SigortaAcentesi.com is a RS Automotive Group company.

- ◆ Planning and managing content across digital channels
- ◆ Running and optimizing performance marketing campaigns (Google & Meta)
- ◆ Supporting SEO strategies and keyword research.
- ◆ Tracking and reporting on digital performance metrics.

EVYAP SABUN A.Ş. - Istanbul, TURKEY (02/2025 -07/2025)

Position: Digital Marketing Intern

- ◆ Supporting the planning and implementation of digital marketing campaigns.
- ◆ Contribute to data analysis and reporting processes.
- ◆ Conducting research on SEO, SEM and performance marketing.
- ◆ Assisting in the optimization processes of digital advertising campaigns.
- ◆ Managing and monitoring content on social media platforms.
- ◆ Conducting market and competitor analysis.

Viralight App - Istanbul, TURKEY (02/2025 - 04/2025)

Position: Co-Founder

- ◆ Launched AI-powered influencer management app, optimizing content performance.
- ◆ Managed paid campaigns on App Store and social media platforms.
- ◆ Conducted App Store Optimization (ASO) to boost visibility and downloads.
- ◆ Collaborated with developers to enhance user experience and performance.

Fridge Buddy App – Istanbul, TURKEY (01/2025 – 02/2025)

Position: Co-Founder

- ◆ Developed AI-powered food tracking app with photo recognition and expiry alerts.
- ◆ Applied ASO strategies to increase organic downloads and user acquisition.
- ◆ Collaborated with developers to improve app functionality and user interface.

OZYEGIN BUSINESS CLUB - Istanbul, TURKEY (06/2024 -07/2025)

Position: President

- ◆ Organize career events with 3000 members.
- ◆ Corporate conversations with companies and company research that meets the criteria.
- ◆ Lead a team of 100 people from six different departments.
- ◆ Provide comprehensive information to students about corporate life.

ZARASTRO ART - Istanbul, TURKEY (08/2023 - 10/2023)

Position: Volunteer Intern, Marketing, Sales

- ◆ Gained knowledge in advertisement, startups, SEM, SEO.
- ◆ Acquired skills in Contemporary Art networking and organizing.
- ◆ Optimized website, boosted speed, sales, and advertisement.

	<p>ASYALOGIC- Istanbul, TURKEY (11/2022 - 12/2022) Position: Part-Time Data Entry Operator</p> <ul style="list-style-type: none"> ◆ Collected data on sports competitions and entered it into the system. ◆ Collected data instantly and transmitted it to the necessary institutions. <p>DOGER KIMYA TARIM LTD. STI. - Konya, TURKEY (06/2022 - 07/2022) Position: Volunteer Intern</p> <ul style="list-style-type: none"> ◆ Obtained the necessary information to export. ◆ Learned about write checks and promissory notes. 	
SKILLS & CERTIFICATES	<p>COMPUTER SKILLS</p> <ul style="list-style-type: none"> ◆ MS Office (Word, Excel, Power Point) ◆ Beginner level Python ◆ Intermediate level Java ◆ Intermediate level SQL ◆ Beginner level HTML <p>CERTIFICATES</p> <ul style="list-style-type: none"> ◆ Startcamp Entrepreneurship Camp ◆ TalentCoder Tech Camp ◆ Fundamentals of digital marketing – Google ◆ Apple Search Ads Certification 	<p>LANGUAGE SKILLS</p> <ul style="list-style-type: none"> ◆ Written and oral fluency in English ◆ Beginner level in German ◆ Beginner level in Spanish
EXTRACURRICULAR ACTIVITIES	<ul style="list-style-type: none"> ◆ President, OzU Business Club (2024 – 2025) ◆ Board Member; Head of External Communications, OzU Business Club (2023 – 2024) ◆ Social Responsibility Project, Beyond the Adventure (2024 May – 2024 May) ◆ Active Member, OzU Outdoor Club (2022 – Present) ◆ Active Event Team Member, Radio OzU(2022 – Present) ◆ Broadcaster at Radio OzU (2022 – Present) ◆ Bachata Dancer, OzU Dance Club (2022 – Present) ◆ Active Member, OzU Business Club (2022 – 2023) 	
PERSONAL INFORMATION	<p>Birth Date: 03/09/2002</p> <p>Driver's License: B Class</p>	