

Erdoğan Mert Oruntak

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Education

Boğaziçi University, Economics

Sept 2019 - June 2025

- GPA: 3.06/4.00
- **Coursework:** Microeconomics, Macroeconomics, Mathematical Statistics, Data Science (R), World Economic History.

Bursa Anatolian High School

Sept 2015 - June 2019

- Achieved the highest score to enter in national exam (TEOG) in Bursa Anatolian High School

Work Experience

Laser FZCO, Dubai, UAE

October 2020 – Present

Graphic Designer (Remote)

- One of Japan's most popular gaming media entities, focusing primarily on YouTube and TikTok platforms. Achieved a substantial subscriber count of 3 million in Japan and expanded the brand's global reach with an international audience of 12 million subscribers.
- Played a pivotal role in creating video thumbnails designed to optimize Click Through Rates (CTR), significantly contributing to the channel's combined total of over 15 billion views.
- Entrusted with paraphrasing and adapting video content for the Turkish market, ensuring cultural relevance and engagement.
- Generated a wide array of graphical content, demonstrating versatility and creativity in visual storytelling and brand representation.
- **Channel Links:** International Version | Japanese Version

CSM Media, Ankara, Turkey

May 2020 – Feb 2022

Graphic Designer (Remote)

- Contributed to the growth of a start-up company within the YouTube ASMR sector, leveraging innovative design skills to enhance viewer experience and engagement. Supported the channel with over 4.5 million subscribers and a total view count exceeding 2 billion.
- Specialized in the creation of compelling thumbnail images that significantly increased viewer interaction and channel visibility.
- Developed diverse graphical content, including video overlays and promotional materials, aiding in the brand's narrative and audience retention strategies.
- **Channel Links:** CSM Relaxing

Projects

EC 48K – Advanced Research Methods in Applied Economics

2024 Fall Semester

Constructing Flexibility Index for Undergraduate Economics Programs in Turkey

- Analysed undergraduate economics program in Turkish Universities.
- Prepared a new methodology for indexing flexibility of undergraduate economics programs' curricula.
- Presented findings in a completed paper with an analysis about possible reasons.

EC 438 – Experimental Economics

2023 Spring Semester

Identifying Gender Bias in Manager Selection

- Collaboratively designed and implemented a survey to gather data.
- Utilized Excel for data analysis and made regression analysis using R.
- Co-authored the project report summarizing findings and conclusions.

2023 Earthquake Twitter Data Analysis

Analysis of Twitter Data Post-Earthquake

2023 February

- Analysed the Twitter data encompassing the aftermath of a significant earthquake using Python and R.
- Aggregated and summarized the volume of entries posted over the days following the earthquake for insights.

Conferences

SMTEA 2025

May 2025

Constructing Flexibility Index for Undergraduate Economics Programs in Turkey

Skills and Languages

Languages:

- Turkish - Native
- English - Professional
- Chinese - Intermediate | HSK 3 Level

Computer Skills: R, Python, Adobe Photoshop, Adobe Illustrator, MS PowerPoint, MS Word, MS Excel, Prompt Engineering

Interpersonal Skills: Teamwork, Creativity, Time Management, Efficiency, Work Ethic, Adaptability, Decision-making, Leadership.

Interests

Economics, Blockchain Technologies and Crypto Currencies, Music (Bassist), Language Learning.