

# 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

2023 February

### *Analysis of Twitter Data Post-Earthquake*

- 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

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### SMTEA 2025

May 2025

*Constructing Flexibility Index for Undergraduate Economics Programs in Turkey*

## Skills and Languages

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### 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

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