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SUMMARY

Search engine marketing specialist with skills in HTML, CSS, Wordpress, and PPC paid search. Analytical, data-driven and detail-oriented with a client-oriented approach. BA in business administration and recently completed a digital marketing bootcamp at UC Berkeley Extension to advance technical skills. Optimized website searches to increase online presence of local businesses which resulted in strong performance across all social media channels. Comprehensively analyzed data and developed growth marketing strategies for a digital health startup. Thrive in a fast-paced and creative environment with a commitment to diversity, equity and inclusion.

SKILLS

Skills: Expert in MS Office/Excel-Word-PowerPoint, Marketo, Google Analytics, Google Ads, Google Search Console, Google Data Studio, Hotjar, Canva, Asana, Tableau, Facebook Business Manager, LinkedIn Campaign Manager, SEMrush, Google Tag Manager, Google Adwords, WordPress; Intermediate in HTML. Collaboration, problem-solving, strong quantitative skills, effective communicator, creative, and culturally competent.

Social Media: Instagram, LinkedIn, Twitter, Facebook, YouTube, Pinterest, Quora, Reddit, Medium, TikTok, Clubhouse.

PROFESSIONAL EXPERIENCE

Freelance Consultant, Paid Specialist

Monterey, CA

Jan 2020 - Present

- Developed and implemented creative paid search campaigns for small businesses such as restaurants, e-commerce websites, and retail stores.
- Tracked campaigns with key metrics and keyword relevancy with SEO tools.
- Consulted with local entrepreneurs to collaborate on business development processes to ensure growth, creativity and maximum value for customers.

Atreya Digital Health, Growth Marketing Intern

Jersey City, NJ

January 2021 - April 2021

- Worked with the company founder to monitor, measure and analyze website performance and create recommendations to operationalize growth marketing strategies.
- Designed the development of keyword analysis for content creation.
- Developed a high quality and detailed white paper to support growth hacking strategies within the company.
- Utilized Google Analytics insights to identify website errors.

- Collaborated with teammates to execute and create strategies developed during the weekly team meetings.

Carmel Belle Restaurant, Digital Marketing Consultant

Carmel By The Sea, CA
February 2020 - April 2021

- Increased website traffic and leads by 200+% within 90 days using original SEO and SEM best practices.
- Decreased menu page bounce rate by 20% using website heatmap, UX research, usability testing.
- Increased the conversion rate by 140% by analyzing onboarding session data, simplifying online order process.
- Managed Instagram, Facebook, Twitter accounts; increased impression rate by 90%.

PROJECTS

Joe Joe's Perks

Joe Joe's Perks incentivized new customers and existing fans to complete their entire grocery store experience at Trader Joes.

- Built, presented and collaborated with teammates on a loyalty program for Trader Joes.
- Set KPIs and build tactics to achieve them.
- Created ad campaigns in Google and Facebook ads manager.
- Using Google Keyword Planner to identify keywords for search campaigns.

EDUCATION

Digital Marketing Certificate: UC Berkeley Extension Program, Berkeley, CA
September 2020- February 2021

An intensive 18-week long bootcamp dedicated to marketing strategy, campaign development, digital advertising, and site analytics/reporting. Skills learned consist of basic HTML/CSS programming, Wordpress, Google Analytics, Facebook Insights.

Master of Business Administration (MBA): Marmara University, Istanbul, Turkey
September 2017- July 2018

Bachelors in Business Administration: Marmara University, Istanbul, Turkey
September 2011- July 2017

Marketing and Communication Program: Fachhochschule University, Munster, Germany
September 2015-February 2016

Languages: English, Kurdish, Turkish, Spanish