

Evrin Tufekcioglu

UX Designer

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📍 Berlin, Germany

Profile

Valid work permit in EU & Canada.
UX/UI Student with Advertising management with a Marketing bachelor's degree. 4 Years + experience in the marketing and advertising industry. Highly skilled in digital marketing and social media management. Positive, prone to teamwork, neat and professional. Prompt on providing solutions on tasks, self starter and out of box thinker. Highly interested in fintech, digital marketing, technology and block-chain industries.

Skills

Marketing
Advertising
Prototyping
User Testing
User Research
User Experience
User Interface Design
Social Media Management
Basic HTML, CSS & JavaScript

Softwares

Figma
Sketch
Atom
GitHub
Adobe Creative Suite
Microsoft Office

Education

UX Design Certificate

CareerFoundry
Expected graduation: April 2022

BSc. Advertising Management with Marketing

Canterbury Christ Church University
2007 - 2012

Languages

English (Professional proficiency)
Turkish (Native)

Experience

Digital Marketing & Advertising

FEB 2019 - CURRENT

Freelancer

- Creating intriguing content and managing multiple SMB social media accounts.
- Creating and managing ads through ads manager.
- Planning and scheduling social media posts.

International Marketing Manager

JAN 2018 - JAN 2019

Prestige Brand Corporation | Nicosia, Cyprus

- Dealing with portfolio that consists mainly selective and lifestyle perfumery, cosmetics and accessories suppliers.
- Following the merchandising guidelines and updating travel retail and local stores for the optimal brand image.
- Preparing trainings/translations to ensure that the beauty advisors have up to date knowledge on products.
- Meeting preparations and Itinerary set up for the market visits.
- Regular stock supervisions and placing orders/forecasts with the local market and travel retail team to ensure optimal stock flow.
- Analyzing Sell-in, Sell-out reports for the brands optimal performance.
- Organizing & supervising events for the brand/new product launches.

Content Moderator

JAN 2016 - JUN 2017

letgo | Barcelona, Spain

- Providing assistance/troubleshooting enquiries about issues that users are having on the platform via email.
- Moderating the content uploaded by user to maintain letgo's quality standards.
- Reporting discovered errors/bugs to team leaders for relevant departments to take immediate action.
- Giving feedbacks on possible improvements on the application and BackOffice.
- Investigating fraud and scam users to maintain and improve the user

Accommodation Services Executive

MAY 2015 - NOV 2015

Booking.com | Barcelona, Spain

- Supporting partners inquires through e-mail and phone support.
- Maximizing the sales and visibility on booking.com by providing guidance with improvements that could be made.
- Providing feedback to improve booking.com extra net services.

Account Manager

AUG 2014 - APR 2015

Facebook (Through Sellbytel) | Barcelona, Spain

- Responsible for supporting Facebook's new and existing SMB EMEA advertisers and agencies
- Troubleshooting general and specific issues with advertiser's and agencies' accounts
- The support and handling of enquiries of new and existing EMEA advertisers and agencies across a wide range of advertising spend.
- Develop and/or optimize their campaign strategies based upon advertiser/agency contact
- Maximize advertiser and agencies ROI
- Ensure best practice product adoption amongst the advertisers and agencies supported.
- Identify trends to enhance the customer support experience and processes.
- Increase best practice product adoption from converting inbound enquiries into sales and through follow-up activity.

