

Evrım Tufekcioglu

UX Designer

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📍 Berlin, Germany

Profile

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

User Testing

User Research

User Experience

User Interface Design

Prototyping

Social Media Management

Basic HTML, CSS & JavaScript

Softwares

Figma

Sketch

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 (Full Professional Proficiency)

Turkish (Native)



Experience

Digital Marketing & Advertising

Freelancer

FEB 2019 - CURRENT

- 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 a 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 training/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 brand's optimal performance.
- Organizing & supervising events for the brand/new product launches.

Content Moderator

JAN 2016 - JUN 2017

letgo | Barcelona, Spain

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

Accommodation Services Executive

MAY 2015 - NOV 2015

Booking.com | Barcelona, Spain

- Supporting partner's inquiries through e-mail and phone support.
- Maximizing the sales and visibility on booking.com by guiding with improvements that could be made.
- Providing feedback to improve booking.com extranet 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