

## UFUK KIZILGEDİK

Market Researcher, Digital Strategist

 [kizilgediku@gmail.com](mailto:kizilgediku@gmail.com)  
 0555 171 05 70  
 İstanbul  
 <https://ufukkizilgedik.netlify.app>

### EDUCATION

Brown University (USA) - M.A. in Sociology  
Boğaziçi University - B.A. in Sociology  
Robert College - High School

2016

2011

2007

### EXPERIENCE

#### PROFESSIONAL

#### Ipsos

07/2021 - PRESENT

Senior Project Executive

- **Creative Excellence (Advertising Testing)**  
End-to-end project management in advertisement pre-testing, using qualitative and quantitative methods to reveal creative insights.
- **Social Intelligence Analytics (Social Listening)**  
Decoding unstructured consumer content in digital context to quantify brand impact and identify consumer trends.

#### Bukafa Media

08/2020 - 07/2021

Strategy Manager

Led a team of three working on developing brand communication strategies and monitoring digital media KPIs.

#### Yine Media / Andy-Ar

11/2019 - 03/2020

Content Writer

### EXPERIENCE

#### ACADEMIC

#### Brown University

09/2015 - 06/2018

Teaching Assistant

#### İstanbul Şehir University

09/2012 - 05/2014

Teaching Assistant

### AWARDS

46th in the university entrance exam (ÖSS)

2007

### SKILLS

#### Statistics, Data Analysis, Mining & Visualization

Stata, SPSS, Excel, Python (Basic), Network Analysis (Gephi) etc.

#### Digital Analytics

Various social listening tools, Google Analytics

### LANGUAGES

English (Proficient), Turkish (Native)