

UFUK KIZILGEDİK

Market Researcher, Digital Strategist

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 İstanbul
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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

08/2021 - 07/2022

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)