

UFUK KIZILGEDİK

Market Researcher, 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

Senior Project Executive

07/2021 - Present

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

Strategy Manager

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

08/2021 - 07/2022

Yine Media / Andy-Ar

Content Writer

11/2019 - 03/2020

EXPERIENCE

ACADEMIC

Brown University

Teaching Assistant

09/2015 - 06/2018

İstanbul Şehir University

Teaching Assistant

09/2012 - 05/2014

AWARDS

46th in the university entrance exam (ÖSS)

2007

SKILLS

Statistics, Data Analysis & Data Mining

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

Digital Analytics

Various social listening tools, Google Analytics

LANGUAGES

English (Proficient), Turkish (Native)