



UFUK KIZILGEDİK

Market Researcher, Strategist

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 İstanbul

 <https://ufukkizilgedik.netlify.app>

EDUCATION

Brown University (USA) - M.A. in Sociology

2016

Boğaziçi University - B.A. in Sociology

2011

Robert College - High School

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 & Data Mining

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

Digital Analytics

Various social listening tools, Google Analytics

LANGUAGES

English (Proficient), Turkish (Native)