

UFUK KIZILGEDİK

Market Researcher

CONTACT INFO

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EDUCATION

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

2016

Boğaziçi University — B.A. in Sociology

2011

Robert College — High School

2007

EXPERIENCE

PROFESSIONAL

Senior Project Executive at Ipsos

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.

Digital Strategy Manager at Bukafa Media

08/2020 — 07/2021

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

Content Writer at Yine Media / Andy-Ar

11/2019 — 03/2020

EXPERIENCE

ACADEMIC

Teaching Assistant at Brown University

09/2015 — 06/2018

Teaching Assistant at İstanbul Şehir University

09/2012 — 05/2014

AWARDS

Field Research Travel Grant from the Watson Institute for International Studies, Brown University

2016

46th in the nationwide university entrance exam (ÖSS)

2007

SKILLS

Survey design, strategic reporting
Data Analysis, Mining & Visualization
Digital Analytics

LANGUAGES

English (Proficient), Turkish (Native)