

UMRAN BINGOL

Digital Marketing Executive

CONTACT

Location: Istanbul, Turkey

Email: umranbingol1@gmail.com

Year of Birth: 1992

EXPERIENCE

electrip Global - Istanbul, Turkey

06/2024 - Present : Digital Marketing Executive

- Achieved a 45% increase in organic traffic and improved search rankings by developing targeted SEO (Search Engine Optimization) and SEM (Search Engine Marketing) strategies
- Boosted user engagement by 60% and increased retention rates through the development of mobile app
- Reviewing ASO (App Store Optimization) reports and improvements
- Identifying and developing country-specific website (electripglobal.com) and marketing dynamics
- Leading UX/UI mobile app redesign project and analyze with Adjust tool
- Conducting high-level research to enhance impression and conversion rates in social media advertising

Zorlu Energy - Istanbul, Turkey

05/2023 - 06/2024 : Digital Marketing Specialist

- Responsible for website (zes.net) design, infrastructure, content for better user experience and user interface
- Enhanced conversion rates by 35% and reduced bounce rates by 20% by customizing website dynamics
- Planning, evaluating and enhancing digital campaigns to drive user acquisition and brand awareness
- Optimized performance marketing budget by analyzing benchmarks to reach right users, time and through the best channels
- Creating campaigns and automation flows for email, push notification and whatsapp segmentation on Insider
- Managing influencer marketing projects
- Management of all agency, legal and purchasing process

NetBT Consultancy Service - Istanbul, Turkey

03/2019 - 05/2023 : Digital Marketing Specialist

- Built the corporate website, enhancing brand visibility through development strategies with SEO, Youtube, Instagram, LinkedIn, Google Ads
- Executing performance marketing strategies across multiple channels, social media, email campaigns and affiliate marketing
- Designing all creative assets (emailing templates, social media, etc.) weekly
- Identifying market opportunities, driving avg 30% lead growth through in-depth research Google and social media channels
- Generated leads by target audience through advertorial campaigns and performance analysis

EDUCATION

2018 - Bilkent University - Ankara, Turkey

- Bachelor Degree, Computer Technology and Information System

2016 - Metropolia University of Applied Science - Helsinki, Finland

- Exchange Program, Information Technology

CERTIFICATE AND LANGUAGES

- UX/UI Certificate Program, Mindset Institute
- Social Media and Digital Marketing Expert, Istanbul Aydin University
- Google Online Marketing Training
- Turkish (Native) — English (C1) — German (A1)

SKILLS AND ABILITIES

- Coding (HTML, PHP, Wordpress), MS Office (Excel, Word, Power Point) , Design (Photoshop, Canva, Figma), Video Editor (CapCut, InShot), Communication (Slack, Teams), Analyzing (Google Analytics, Similarweb)