

# Arda Yesilyaprak

## Digital Marketing Graduate

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## Personal Statement

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A recent graduate from the University of Exeter with an MSc in Digital Marketing. My expertise encompasses various facets of digital marketing, including social media marketing, email marketing, influencer marketing, digital marketing analytics, and paid media marketing. I possess a proactive approach to learning, continuously expanding my skill set through both online and offline courses. Recognized for my solution-oriented mindset, I adeptly navigate challenges by devising effective solutions. I am known for my amiable nature and collaborative spirit, thriving in team-oriented environments. Punctuality is a cornerstone of my work ethic, ensuring timely completion of assigned tasks.

## Core Skills

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- Digital Marketing
- Mailchimp Email Marketing
- Google Analytics
- Semrush
- HTML
- SEO
- Canva
- Content Marketing
- Social Media Marketing
- Magento 2
- 4Sales

## Experience

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### **Ecommerce Assistant**      **Robinfood | Harlow, United Kingdom**      **Nov 2023 - Present**

- Helped the team to analyse the product performance to see which products are preferred by customers by utilising Magento 2.
- Implemented modifications to Robinfood's website by eliminating unsold products from the product inventory through Magento 2.
- Generated engaging email contents including discounts to encourage customers to make purchase by Mailchimp.
- Communicated with customers to address their queries and questions.
- Assisted the team in entering invoices and financial statements through 4sales.

### **Social Media Manager**      **Business Administration Society | Baskent University, Turkey**      **Jan 2019 - Jan 2021**

- Created posts about the events organised by the committee of Business Administration Society on Canva and announce them through social media channels such as Instagram and Facebook.
- Engaged in active interaction with students by addressing their queries and provided responses through social media channels.
- Organised corporate-sponsored events aimed at enhancing students' perspectives on marketing and facilitating their acquisition of diverse methodologies and tactics from industry experts.

### **Digital Marketing Intern**      **Confarm | Ankara, Turkey**      **Oct 2020 - Nov 2020**

- Generated informational posts to inform the followers about why soilless agriculture is beneficial.
- Communicated with followers and potential customers to respond their questions about the product.
- Collaborated with the Confarm team to brainstorm and develop strategies for implementation.
- Researched and discussed trendy topics related to soilless agriculture with the team to ensure staying updated with industry trends.

### **Intern**      **Ankara Chamber of Commerce | Ankara, Turkey**      **Aug 2020 - Sept 2020**

- Delivered detailed information to limited liability corporations, incorporated businesses, and unlimited companies regarding the necessary documentation for company, Establishment, branch registration, branch closure, and bankruptcy processes.
- Communicated with companies to deliver their queries and questions to the department.
- Produced financial statements for corporate entities by utilising Microsoft Excel.

## Education

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### **University of Exeter | MSc Digital Marketing (Merit) | Sept 2022-Sept 2023**

Modules Include : Content Creation and Communication, Digital Marketing Planning, Contemporary Digital Marketing Themes, Consumer Behaviour in the Digital Environment, Digital Business Models, Digital Marketing Analytics

### **Baskent University | BSc Business and Management (2:1) | Sept 2018-June 2021**

**TED Ankara College, Turkey | From Primary to High School | Sept 2007 - June 2016**

## Certificates

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- Google Analytics, Google Skill Shop
- Mailchimp Email Marketing Course, Udemy
- Content Marketing and SEO Fundamentals, Semrush
- Backlink Management Course, Semrush
- Keyword Research Course, Semrush
- SEO Crash Course, Semrush