

Arda Yesilyaprak

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Personal Statement

I am Arda who graduated from the University of Exeter, MSc digital marketing covering social media marketing, influencer marketing, email marketing, paid media marketing, SEO and marketing in practice modules. Throughout the master's degree, I created various comprehensive marketing campaigns for different companies to increase awareness, visibility and drive sales. I am proficient in various tools such as Mailchimp, Semrush, Google analytics and Canva. Accordingly, I am learning HTML now to maximise my contribution to a company about SEO. I am looking for a role related to digital marketing to gain experience to be an expertise in this field.

EDUCATION

University of Exeter

Sept 2022 - Sept 2023

MSc Digital Marketing (expected Merit)

- Core modules include: Content Creation and Communication, Contemporary Digital Marketing Themes, Consumer Behaviour in the Digital Environment, Applied Digital Marketing Analytics, Digital Marketing Planning, Digital Business Models, Marketing in Practice.
- Created several marketing campaigns for three different companies by utilising the SOSTAC model in both marketing in practice and digital marketing modules.

Baskent University, Turkey

Sept 2018 - June 2021

Business Administration

- Core modules include: Marketing, Marketing Strategy, Services marketing, Advertising, Strategic Management, Industry 4.0, Project Management, Organisational Behaviour, Consumer Behaviour, Financial statement analysis.

WORK EXPERIENCE

Business Administration Society, Baskent University, Turkey: Board Member

Jan 2019 - Jan 2021

- Organised corporate-sponsored events aimed at enhancing students' perspectives on marketing and facilitating their acquisition of diverse methodologies and tactics from industry experts.
- Arranged events with the organisation team in which students can learn to prepare CVs effectively.
- Organised 2 socials with the music society for business students to socialise and enjoy their term.
- Made and shared posts to announce the events on Instagram.
- Engaged in active interaction with students by addressing their inquiries and provided responses through the Instagram platform.
- Contributed to the coordination of Global Ankara Brand Meetings hosted at the ATO Congress Centre.

Ankara Chamber of Commerce (ATO), Turkey: Intern

Aug 2020 - Sep 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.

ACHIEVEMENTS

GoogleAnalytics, Google Skillshop

Jul 2023

- Explored the core elements of Google Analytics, which include creating an account, integrating the tracking code, examining essential reports, and establishing goals and campaign tracking.

The Complete Mailchimp Email Marketing Course, Udemy

Jul 2023

- Learned how to create landing pages, pop-up forms and embedded forms and how to integrate the forms into the website.
- Learned how to build a customer journey for email marketing automation to send the accurate emails to different tagged audience through Mailchimp.

Content Marketing and SEO Fundamentals, Semrush

Jan 2023

- Gained an understanding of the significance of creating valuable and pertinent content to enhance search engine optimization (SEO) practices.

Backlink Management Course, Semrush

Dec 2022

- Acquired knowledge about the potential of superior and authoritative backlinks to elevate SEO proficiency, while also delineating methodologies for acquiring strong backlinks.

Keyword Research Course, Semrush

Dec 2022

- Attained proficiency in identifying low-competition, long-tail keywords for the purpose of achieving favorable rankings on the Google search platform.

SEO Crash Course, Semrush

Dec 2022

- Acquired essential tactics for optimizing website performance to secure prominent rankings on the Google search engine.

Fundamentals of Digital Marketing, Google Digital Garage

Jan 2022

Digital Marketing Analytics in Theory, University of Illinois at Urbana-Champaign | Coursera

Jan 2022

- Gained the ability to assess and select suitable web analytics tools and methodologies.
- Comprehend models and strategies for quantifying digital behaviours of consumers.

Marketing in a Digital World, University of Illinois at Urbana-Champaign | Coursera

June 2021

- Obtained comprehensive knowledge of the digital marketing mix, encompassing pricing strategies and product management within the context of the digital landscape.

SKILLS & INTERESTS

Languages

- English (Professional), Turkish (Native)

IT Skills

- Confident with Microsoft Office, including Excel and Teams, and Zoom for remote working.
- Experience with Canva for creating contents.
- Proficiency in Mailchimp - know how to create pop up, embedded forms and landing pages and connect them with a website, make customer journey for email automation.
- Proficiency in HTML

Interests

- University of Exeter Amateur Boxing Club: active member training three times weekly.
- Calisthenics: Training six times weekly and developing self discipline.