



Bengü Muradođlu

Email: bengumuradoglu@gmail.com

LinkedIn: [linkedin.com/in/bengu-m/](https://www.linkedin.com/in/bengu-m/)

Phone: +90 542 370 4136

Location: Kadikoy, ISTANBUL

ABOUT

As an architecture graduate and marketing professional, I am passionate about design and fascinated by the power of social media to drive innovation. With a strategic mindset and a keen eye for detail, I am always seeking new and innovative ways to connect with audiences and drive results. As a semi-experienced marketer, I am driven by my curiosity and passion for learning in the field. I am dedicated to achieving excellence in marketing, communication, and growth.

WORK EXPERIENCE

Marketing Specialist

BiSU

April 2022 to January 2023

- Coordinating and assisting in both online and offline brand communication initiatives, brand management
- Assisting in the development and implementation of comprehensive brand marketing communication and digital marketing plan with Data Analysis
- Market Research and analyzing market trends, competitors' products, and other relevant information to form marketing strategies
- Collaborating with business development and category teams to enhance brand and product offerings
- Briefing and monitoring the work of freelancers and agencies for creative, social media, and PR projects
- Incorporating communication strategies into social media, and collaborating with customer service teams to improve customer satisfaction through social media channels
- Creating and analysis of daily, weekly, and monthly performance and conversion reports, using Adjust, Google Ads, and Meta Business Manager

Influencer Marketing Specialist

BoutiqueRugs

August 2021 to April 2022

- Developing and executing influencer marketing strategies
- Creating content ideas for Instagram & TikTok & Snapchat & FaceBook
- Researching relevant industry experts, competitors, target audiences, and users, using AspireIQ
- Analyzing campaign performances and identifying successes, using Google Analytics, Shopify, and Affiliatly
- Building relationships with prominent influencers, negotiating fair rates for content, and ensuring the relevant agreements are in place, using Klaviyo

WORK EXPERIENCE

Content Marketing Specialist

Segmentify

March 2021 to August 2021

- Meeting with the marketing, product, and sales teams to ideate and define content goals
- Creating content for a variety of platforms, including blogs, websites, and social media, using Google Keyword Planner, Buffer, and WordPress
- Creating internal and external email campaigns, using Dotdigital
- Copywriting, Proofreading, SEO checking, and editing content before publishing
- Tracking consumer and content analytics and generating reports and presentations, using Microsoft Excel, Google Sheets, Ahrefs and Hotjar
- Briefing graphic designers and web designers to create images and videos

Digital Marketing Specialist

VSight

April 2020 to March 2021

- Managing email marketing, newsletters, and customer and prospect mailing campaigns using Mailchimp
- Managing social media, creating text, images, and videos for social media marketing using Adobe Photoshop, Canva, Adobe Premiere Pro
- Creating marketing documents, including competitor comparisons, user manuals, and pricing documents
- Creating weekly and monthly website traffic and social media traffic reports using Google Analytics, Google Ads, and Google Data Studio
- Managing marketing-related relationships with partners

EDUCATION

Galatasaray University

Master in Marketing Communications

February 2022 to June 2023

Universidad de Sevilla

Erasmus+ Program, Spain

September 2017 to February 2018

Kadıköy (Maarif) Anadolu Lisesi

Science & Math Program

September 2010 to June 2014

Özyegin University

Bachelor of Architecture

September 2014 to July 2019

Luigi Vanvitelli University

Erasmus+ Program, Italy

February 2016 to June 2016

CERTIFICATION & ACTIVITIES

TOEFL IBT: Overall Score 100

IELTS Academic: Overall Score 7.5

Userspots Academy: UX Basics

SmartPro: Digital Marketing

Siliconmade Academy: Software Development

MD118E - Bakırköy Leo Club

Hayata Sarıl Volunteer

Oy ve Ötesi Volunteer

ESN OzU - Erasmus Student Network