

# Çağkan Yıldıztekin

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- [Github Profile: github.com/cyldztkn](https://github.com/cyldztkn)
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- [Behance Profile: behance.net/cagkanyildztkn](https://www.behance.net/cagkanyildztkn)
- [Personal Portfolio: portfolio.dijitaleskiz.com.tr/](https://portfolio.dijitaleskiz.com.tr/)

## Summary

I have been working in the fields of digital marketing and web development for many years. I possess extensive knowledge in SEO, digital marketing, and user experience design. Teamwork and mutual learning are essential to me. I am passionate about continuous self-improvement and staying updated with innovations in the digital world.

## Experience

- **Dryfix Construction Chemicals and Functional Solutions | Izmir**  
**Web Development Manager | 01/2023- 01/2024**
  - Website development and maintenance
  - Planning and implementation of SEO strategies
  - Planning and implementation of digital advertising campaigns
  - CRM system installation, management and training
- **Mayas Digital | Izmir**  
**SEO Team Leader | 01/2022- 01/2023**
  - Leading a team of SEO experts
  - Planning and Implementation of SEO Strategies
  - Coordination of team workflow and project management
  - Trained and mentored team members/interns
- **Cetin Harbour & Logistics | Izmir**  
**Export Operations Field Supervisor| 01/2020- 12/2021**
  - Managing Export & Import Operations
  - Following of Export & Import Processes
  - Coordination of Teams
- **Doa Cosmetics | Izmir**  
**Digital Marketing Manager | 01/2018 - 12/2020**
  - Creation of marketing strategy
  - Creating and Managing Brand Identity
  - Creation and management of online presence
  - Managing Visual Design Processes
  - Creating Digital Marketing Strategy

- **Red+ Culture | Izmir**  
**Digital Communication Specialist | 01/2013- 12/2018**
  - Managing Digital Communication Processes
  - Creating and managing Brand Identity
  - Designing Printed & Digital Visual Communication Elements
  - Planning and Managing Social Media Marketing
- **Batusan Engineering | Izmir**  
**Marketing and Sales Manager| 01/2011- 12/2013**
  - Customer Relationship Management
  - Face to Face Marketing
  - Growth Marketing
  - Customer Experience Optimisation

## Skills

Javascript, Html5, GIT, SQL, CSS, React, Vue, Sass, Tailwind Css, Bootstrap, Firebase, MongoDB, WordPress, Elementor, WooCommerce, Screaming Frog, MailChimp, AirTable, Zapier, Jotform, NextJS, Figma, Illustrator, Photoshop, Premiere, After Effects, Google Analytics, Google Search Console, Google Ad Manager, Google Tag Manager, Facebook Ads, Tiktok Ads, Yandex Metrica, UI, UI Design, UX Design, UX, CRM, HubSpot, Web Development, Web Design, Search Engine Optimization, Digital Marketing

## Education

- **Anadolu University | Virtual Communication Design | Expected: 05/2025**
- **Kadir Has University | Frontend Development | 06/2023**
- **Mindset Institute | UX Design | 06/2023**
- **Userpots Academy | UI Design | 04/2023**
- **Userpots Academy | UX Research | 01/2023**
- **Mindset Institute | CX & CRM / Data Driven Marketing | 05/2022**
- **Anadolu University | Web Publishing | 03/2022**
- **Anadolu University | Web Based Development | 02/2022**
- **Dokuz Eylül University | Database Management Systems & SQL | 02/2021**
- **TOBB University | Digital Marketing and Social Media Training | 02/2020**
- **TOBB University | Supply Chain Management | 02/2020**
- **Ege University | Statistics | 08/2017**

## **Certifications**

- **Izmir Chamber of Commerce** | International Market Research | 2023
- **Amazon Web Services** | Cost Optimisation | 2020
- **SHERPA Academy** | Digital Marketing & Social Media Management | 2019
- **Google** | Search Ads | 2018
- **Google** | Ads Performance Measurement | 2018

## **Volunteer Experience**

- **International Izmir Theatre Festivale** | Festival Board Member | 2016-2020
- **Foundation for Social Research Culture and Arts** | Board Member | 2013 - 2020
- **Birgun Gazetesi** | Volunteer Journalist | 2013 - 2020
- **Konak Public City Assembly** | Board Member | 2013 - 2015
- **Konak City Younth Assembly** | Board Member | 2012 - 2013