

Contact

Istanbul/Turkey
+905372020327 (Mobile)
yunus_braddock@hotmail.com

www.linkedin.com/in/yunusersoy
(LinkedIn)
yunusersoy.com (Personal)

Skills

Google Ads
Google Analytics
Google Tag Manager
Facebook Business Manager

Languages

Turkish (Native or Bilingual)
Spanish (Elementary)
English (Professional Working)

Certifications

Campaign Manager Certification
Google Ads Search Certification
Google Ads Video Certification
Google Ads Display Certification
Shopping Ads Certification
Google Analytics Certification
Digital Sales Certification
Erasmus+ Youthpass (Unity in Diversity)

Yunus Ersoy

Digital Marketing Manager | International Volunteer
Istanbul, Turkey

About

I'm a huge fan of collaborations and creative problem solving, so if any of this sounds like what you might be looking for, I am here.

Google Ads & Google Analytics & Google Tag Manager
Brotherhood.

- Google ads (adwords) account setup (industry-specific campaign setup and campaign setup to the finest detail) management and detailed optimization.
- Google display ads setup and optimization.
- Remarketing installation and optimization.
- Merchant Center (shop) installation and optimization.
- Google Analytics Setup.
- Google Tag Manager Setup.
- Create and optimize YouTube Ads.
- Providing all necessary technical support related to ads.
- Taking minimum cost and maximum efficiency.
- PPC.
- Facebook and Instagram Ads Management.

Experience

Freelancer
Digital Marketing Manager
Nov 2017 - Present (2 years 7 months)
Remote

I usually manage Google Ads accounts.

Google Ads & Google Analytics & Google Tag Manager Brotherhood.

- Google ads (adwords) account setup (industry-specific campaign setup and campaign setup to the finest detail) management and detailed optimization.

- Google display ads setup and optimization.
- Remarketing installation and optimization.
- Merchant Center (shop) installation and optimization.
- Google Analytics Setup.
- Google Tag Manager Setup.
- Create and optimize YouTube Ads.
- Providing all necessary technical support related to ads.
- Taking minimum cost and maximum efficiency.
- PPC.
- Facebook and Instagram Ads Management.
- Keyword Tool

Kuzey Göçebeleri

IT Manager & Coordinator (Volunteering)

Ocak 2017 - Present (3 yıl 5 ay)

Kuzey Gocebeleri | Northern Wanderers is a production community that generates projects and makes them real, helps people, enjoys and collects beauties from everywhere while travelling around the world.

Northern Wanderers was founded as an "offbeat" production community by Dogus Kokartti in January 2017. This community that houses many valuable people has an aim that exists with sharing "the reflection of the deep life experiences" with humanity and uniting the people who have common purposes and dreams in life.

Semper Avanti

International Volunteer

Nisan 2019 - Nisan 2020 (1 yıl 1 ay)

Opole, Opole District, Poland

- Cultural Activities and Events
- Presentations in Schools About Countries
- Human Rights
- Support for Teachers
- Unity in Diversity
- Workshops
- Cultural And Language Trainer For Young People

EG Bilişim Teknolojileri

Google Ads Account Manager

Nov 2017 - Oct 2018 (1 year)

Istanbul, Turkey

- I managed the advertising accounts of the Bridgestone and Lassa tire brands.
- I've managed dozens of advertising accounts from many different sectors.
- Google ads (adwords) account setup (industry-specific campaign setup and campaign setup to the finest detail) management and detailed optimization.
- Google display ads setup and optimization.
- Remarketing installation and optimization.
- Merchant Center (shop) installation and optimization.
- Google Analytics Setup.
- Google Tag Manager Setup.
- Create and optimize YouTube Ads.
- Providing all necessary technical support related to ads.
- Taking minimum cost and maximum efficiency.
- PPC.
- Facebook and Instagram Ads Management.
- Keyword Tool
- Hotjar
- Coggle
- Swydo
- Trello

Education

Anadolu University

Bachelor's degree, Public Administration · (2012 - 2016)

Suleyman Demirel University

Associate's degree, Health Information/Medical Records Administration/
Administrator · (2010 - 2012)