

Evrim Tufekcioglu

Digital Marketing

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Profile

Cypriot with EU & Canada work permit. I'm a digital marketing expert with 4+ years of experience. My expertise is in digital marketing & social media management. I have recently upskilled myself in UX design and frontend for designers. I am positive, proactive, solution-oriented and strong in teamwork.

Skills

Marketing
Advertising
Prototyping
User Testing
User Research
User Experience
User Interface Design
Social Media Management
HTML/CSS
JavaScript

Softwares

Figma
Sketch
GitHub
Visual Studio Code
Adobe Creative Cloud
Microsoft Office

Education

UX Design Certificate

CareerFoundry

Graduated: April 2022

BSc. Advertising Management
with Marketing

Canterbury Christ Church University

Languages

English (Professional Proficiency)

Turkish (Native)



Experience

Digital Marketing & Advertising
Freelancer

FEB 2019 - CURRENT

- Through creating captivating content, successfully generated engagement and follower numbers on SMB social media accounts.
- Increasing online and offline sales by targeting the right audience with ads from the Meta ads manager, followed by supervision and analysis of ads for the client's success.
- In order to maintain and generate higher user interaction, planned and scheduled social media posts.

Marketing Specialist

MAY 2021 - NOV 2021

Aufelia LTD. | Nicosia, Cyprus

- Created and deployed SMS/email campaigns, resulting in an increase in depositing users.
- To maximize ROI, managed many affiliates and forums according to their monthly performance.
- Increased depositing users by altering/creating new bonuses in response to competitor analysis.
- Developed social media content and competitions to generate organic user interaction via platforms including Facebook, Twitter, Telegram, and Discord.

International Marketing Manager

JAN 2018 - JAN 2019

Prestige Brands Corporation | Nicosia, Cyprus

- As a first step towards achieving optimal brand image, trained beauty advisers and proactively checked whether merchandising guidelines were being applied in travel retail and local stores.
- To ensure optimal stock flow, supervision and order placement were carefully performed.
- Enhance the performance of brands by reviewing Sell-in and Sell-out reports.
- Developed greater brand awareness through managing, organizing, and supervising events.

Content Moderator

JAN 2016 - JUN 2017

letgo | Barcelona, Spain

- To ensure quality standards, moderated products uploaded by users and took actions in accordance with platform guidelines.
- To create a positive impact on user experience, reported bugs/errors to the developer's team.
- Investigated fraudulent and scam users to keep the platform safe and friendly for users.

Accommodation Services Executive

MAY 2015 - NOV 2015

Booking.com | Barcelona, Spain

- Proactively assisted with hotelier's problems and inquiries through email and phone support.
- Provided guidance and improvement points to our partners which led them to maximize their sales and visibility on Booking.com.
- To maximize our partner's experience on the extranet service of booking.com, reported feedback to the developer team.

Account Manager

AUG 2014 - APR 2015

Facebook (Through Sellbytel) | Barcelona, Spain

- Assisted with troubleshooting general and specific Facebook issues of Facebook's new and existing SMB EMEA advertisers and agencies.
- To maximise clients' ROI, successfully developed and/or optimize their campaign strategies based upon advertiser/agency contact.
- To ensure agencies/advertisers up to date knowledge of Facebook advertising products, provided vital information on the best product adaptations and use cases.
- Identified trends to enhance the customer support experience and processes.
- Increase best practice product adoption from converting inbound enquiries into sales and through follow-up activity.