

# Emirhan Yasdımın

## Global Marketing Consultant

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Ten years of experience at marketing.

Lead performance marketing/SEO teams for 1,5 years.

Lead a performance marketing agency (9 FTEs) for 2 years.

### Skills

#### Search Engine Opt.



#### Search Engine Marketing



#### Google Analytics



#### Conversion Optimization



#### Microsoft Excel



#### Power BI



#### Google Data Studio



#### Landing Page Opt.



### Experience

#### Global SEO trivago N.V.

Dec 2016 – Present Düsseldorf, Germany

- Organic Performance Monitoring and Evaluation
- Global SEO Strategy
- SEO Product Initiatives (Custom solutions, Indexation, Internal linking...)
- SEO Testing & Optimization Backlinks (Cleanup & Acquisition)
- SEO Workshops for Cross-Domain Stakeholders

#### Sr. SEO Consultant & Team Lead SEM

Jun 2016 – Nov 2016 Istanbul, Turkey

- Managing a team of 9 FTEs
- Site Accessibility: Creating a site which engines can easily crawl and index.
- Content Strategy: Set a plan of how to leverage the organization's resources to produce valuable, useful, relevant, share-worthy material.
- Search Verticals: Images, local, video, news, blogs, social, mobile, product, etc.
- Content Creation: Oversee the creation of blog posts, infographics, interactive works, web apps, tools. etc.

#### Performance Marketing Team Lead PlanB

Aug 2015 – Jun 2016 Istanbul, Turkey

- Managing a team of 7 FTEs
- Plan and monitor all web, SEO, search and display advertising campaigns.
- Report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends & insights and share findings with the team, help them optimize spend and performance.
- Brainstorm new and creative growth strategies. Plan ad experiments and conversion tests.
- Collaborate with customers' internal teams to create landing pages and optimize user experience.
- Utilize strong analytical tools to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Define conversion pain points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Provide thought leadership and perspective for change.

#### Deputy General Manager SEMPEAK

Dec 2013 – Jul 2015 Istanbul, Turkey

- Managing a team of 9 FTEs
- Hire and training client representatives.
- Assist to the sales team in new business development.
- Diagnose the pain points of process flows.
- Build both short and long term plans for the agency, such as;
  - Developing and maintaining a sound plan of organization.
  - Actively recommend changes in organization as required by the development and growth of the business.
  - Delegating activities, responsibilities and authorities and ensure these are clearly defined and well understood by the team.

## **SEO Consultant SEM**

Jan 2013 – Dec 2013 Istanbul, Turkey

- Managing a team of 5 FTEs
- Site Accessibility: Creating a site which engines can easily crawl and index.
- Content Strategy: Set a plan of how to leverage the organization's resources to produce valuable, useful, relevant, share-worthy material.
- Search Verticals: Images, local, video, news, blogs, social, mobile, product, etc.
- Reputation Tracking: Tracking search results. social media remarks and web content to track success and monitor for danger.
- Keyword Research/Targeting: Choosing the right keywords and employing them effectively.
- Content Creation: Execute on creation of blog posts, infographics, interactive works, web apps, tools. etc.

## **SEO Analyst SEM**

May 2011 – Jan 2013 Istanbul, Turkey

- Managing a team of 5 FTEs
- Site Accessibility: Creating a site which engines can easily crawl and index.
- Content Strategy: Set a plan of how to leverage the organization's resources to produce valuable, useful, relevant, share-worthy material.
- Search Verticals: Images, local, video, news, blogs, social, mobile, product, etc.
- Reputation Tracking: Tracking search results. social media remarks and web content to track success and monitor for danger.
- Keyword Research/Targeting: Choosing the right keywords and employing them effectively.
- Content Creation: Execute on creation of blog posts, infographics, interactive works, web apps, tools. etc.

## **Data Analyst Entes Elektronik A.S.**

Nov 2008 – May 2011 Istanbul, Turkey

- Assuring the integrity of project data. Including data extraction, storage, manipulation, processing, and analysis.
- Collecting and collating appropriate data for usage in databases and conducting related research.
- Discussing business intelligence needs or information with external clients and internal staff.
- Preparing and making presentations, monitoring and maintaining the data quality.
- Sharing the knowledge of analysis techniques and data coding with other staff.
- Participating in ongoing decisions concerning data collections, study design, methodology, and data analysis.

## **Education**

### **Bachelor of Business Administration (BBA)**

Kocaeli University 2004 – 2009

## **Languages**

**English** Professional working

**German** Elementary

**Turkish** Native