



Google & Meta Certified  
Digital Marketer

SELÇUK PINAR  
Marmara University | MIS

## ABOUT ME

I began my career as a performance marketing specialist at a digital marketing agency. Over two years, I managed performance-oriented advertising campaigns across platforms like Google, Facebook, Instagram, YouTube, LinkedIn, and Yandex for numerous prominent B2B and B2C brands.

Additionally, I took on responsibilities such as crafting monthly plans and reports, and conducting one-on-one meetings with brands to discuss campaign performance, expectations, and insights. Currently, I'm focusing on professional development in marketing management, digital marketing, and consumer behavior.

## CONTACT

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- selcukpinar.com
- Eskişehir, Türkiye


## EDUCATION

-  Marmara University  
2021 - 2022  
Management Information Systems  
4th grade | GPA: 3.29
-  Istanbul Şehir University  
2017 - 2020  
Management Information Systems  
1st - 3rd Grade | GPA: 3.16
- Eskişehir Fatih Anadolu High School  
2013 - 2017  
Diploma Grade: 83.34


## SKILLS

- Performance and Social Media Marketing
- Google Ads, Meta Ads, TikTok Ads
- B2C | E-Commerce Marketing
- B2B | Lead Generation Marketing
- Google Analytics 4, Google Tag Manager
- Marketing Reporting, Looker Studio
- Digital Media Planning, Forecasting
- Presentation, Project Management
- Microsoft Excel, Google Sheet


## WORK EXPERIENCE


-  Freelance Digital Marketer  
selcukpinar.com · Self-employment  
JANUARY 2024 - PRESENT  

Harnessing my digital marketing expertise since 2024, I provide both operational and consulting support as a freelance expert.

My clientele includes a Dubai-based e-commerce company, a real estate firm, and a Turkish e-commerce business.
-  Performance Marketing Specialist  
3GEN Digital Growth Agency · Full-time  
APRIL 2022 - MARCH 2024  

For over 1 year, I was responsible for operations, reporting, strategic planning, and forecast preparation for a variety of brands on platforms such as Google Ads, Meta Ads, TikTok Ads, LinkedIn CM, Snapchat Ads, and Yandex Direct. I worked remotely after November 2022.

**Brands:** Amazfit (Technology), Athena (Real Estate), Baran Packaging (Packaging Manufacturer), Bastcase (Phone Accessories), Bilcee (Clothing), Golden Rose (Makeup), MyHome Architecture (Architectural Solutions)...
-  Social Media Manager, Marketing & Designer  
Bionluk · Freelance  
JANUARY 2021 - MAY 2022  

During my 1 year and 5 months at Bionluk, Türkiye's largest freelance community, I managed social media accounts, created digital advertising campaigns, and designed ads and posts for over 20 small businesses.
-  Marketing Intern  
Tavuk Dünyası · Internship  
NOVEMBER 2019 - MARCH 2020  

I provided support to the marketing department at Türkiye's largest chicken restaurant chain. My responsibilities included editing, and updating various data, preparing in-house visual materials, and updating the website content.

## CERTIFICATES

-  Google Digital Marketing & E-commerce Specialization  
Google Career Certificates | 2024  
Official Google Career Certification on Digital Marketing and E-commerce.
-  Meta Social Media Marketing Professional Certificate  
Meta | 2024  
Official Meta Professional certification on social media marketing.
-  Meta Certified Digital Marketing Associate  
Meta Blueprint | 2024  
Official Meta Blueprint associate certification on digital marketing.
-  P&G Brand Academy Certification  
Brandweek Istanbul | 2022  
A training program on the fundamentals of branding, organized by MediaCat within the scope of Brand Week Istanbul 2022, with the support of P&G.
-  Google Analytics 4 Certification  
Google Digital Academy | 2022  
Google Digital Academy course on the benefits of Google Analytics 4 and its key differences from Universal Analytics.
-  Blockfellow Hackathon  
Blockfellow | 2019  
Our team achieved third place in Turkey's first Enterprise Blockchain Hackathon with our project on "Digital Identity".
-  Fundamentals of Digital Marketing  
Google Digital Marketing | 2017  
An online course on the Fundamentals of Digital Marketing prepared by Google.

## REFERENCES

- **Furkan Deniz Aslan**  
Client Solutions Manager on TikTok  
+971 58 251 9942

## VOLUNTEER EXPERIENCE

- Marmara Uni. Marketing Club, Project Member  
SEPTEMBER 2021 - JUNE 2022  
I assisted in organizing events and developing the structure of the Marketing Club, one of the largest clubs in the Business Manager faculty.  
Events: CMO Talks, Digital Marketing Bootcamp
- Kızılay, Volunteer  
OCTOBER 2018 - JANUARY 2020  
I was responsible for making announcements about blood collection areas to be established in certain regions between certain dates, and for providing guidance and information to blood donors.
- Şehir Uni. Drama Club, Actor  
NOVEMBER 2017 - DECEMBER 2019  
Following my first-year training, I participated in improvisational shows and the play "Ay Işığında Şamata".
- Şehir Uni. Photo Club, Vice President  
OCTOBER 2018 - JUNE 2019  
As Vice President of the club, I assisted in organizing numerous photography trips and workshops.

## LANGUAGE

- English  
Upper Intermediate
- Turkish  
Native

## LINKEDIN

[linkedin.com/in/selcukpinar](https://www.linkedin.com/in/selcukpinar)

## HOBBIES

Walking on the Beach/Forest | Tennis | Photography  
Camping and Trekking | Ride Bike Movies | Formula 1

- **Kaan Çağlayan**  
Digital Marketing and Marketplace Team Lead on 3GEN Digital Growth Agency  
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