



SELÇUK PINAR

PERFORMANCE MARKETING SPECIALIST
MARMARA UNIVERSITY · MIS

ABOUT ME

I completed my primary and secondary education in Eskişehir. Then I graduated in Management Information Systems from Marmara University in Istanbul, Türkiye.

Since high school, I have developed my skills in graphic design and video editing. I am currently pursuing professional development in marketing management, digital marketing, and consumer behavior.

CONTACT

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- Istanbul, 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

WORK EXPERIENCE



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.

SKILLS

- 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

CERTIFICATES



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 Ads Shop. Certification

Google Digital Academy | 2022

Google Digital Academy course on the fundamentals and advanced concepts of Google Ads Shopping campaigns.



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.



Google Ads Search Certification

Google Digital Academy | 2022

Google Digital Academy course on the fundamentals and advanced concepts of Google Ads Search campaigns.



Blockfellow Hackathon

Blockfellow | 2019

Our team achieved third place in Turkey's first Enterprise Blockchain Hackathon with our project on "Digital Identity".



Google Analytics for Beginners

Google Analytics Academy | 2019

Google Analytics Academy tutorial on the fundamentals of Google Analytics.



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/selcukpnar](https://www.linkedin.com/in/selcukpnar)

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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