

ILKIM ERBUDAK

Digital Marketing Specialist

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Work Experience

Digital Marketing Manager

Enhancer-Performance Marketing Software Company

July 2022 to Ongoing

- Leading digital marketing team 6 digital marketers and 50 clients overseeing the strategy implementation on advertising platforms and ensure enhancer software works properly on platforms.
- Manage all digital marketing campaigns for enhancer brand (such as Google Ads, Meta Ads, Criteo, and Google Display & Video 360. Focused on performance marketing to achieve leads and sales targets)
- Support all costumers who are using "enhancer" and make sure their ads running properly and achieve their goals.
- Tracked performance using tools such as Google Analytics, Hotjar, and visualized and reported data using Google Sheets / MS Excel

Digital Marketing & Social Media Team Lead

VMLY&R Digital Marketing Agency

November 2019 to January 2022

- Led a team of 5 digital marketers, and 6 clients overseeing the strategy implementation on advertising platforms such as Google Ads, Meta Ads, Criteo, and Google Display & Video 360. Focused on performance marketing to achieve leads and sales targets in 20+ markets and 6 languages (English, German, French, Italian, Russian & Turkish).
- Managed a 7-figure budget across various sectors like retail, tourism, real estate, education, insurance, fashion.
- Tracked performance using tools such as Google Analytics, Hotjar, and visualized and reported data using Google Sheets / MS Excel and Looker Studio.
- Integrated tracking codes of advertising platforms and analysis tools using Google Tag Manager, including enhanced e-commerce tracking.

Digital Marketing Executive

Mydukkon.co-MYDUKKAN (Fashion Company)

July 2016 to 2019

- Managing performance marketing campaigns of mydukkon.co, focusing on KPIs such as revenue, ROAS, CPA, and new customer acquisition.
- Reporting on campaign performance weekly and monthly using MS Excel, Google Sheets, and Looker Studio.
- Collaborating with Growth and Advanced Data Analytics teams to optimize target audience segmentation, and plan channel expansion for determined growth themes.
- Partnering with the Advanced Data Analytics team to conduct analysis projects combining online and offline data, using techniques like churn prediction, MMM, Advanced Attribution Modeling, etc. to enhance service quality, improve campaign performance, and enable effective evaluation of marketing initiatives.

Digital Marketing Coordinator

Shangri-La Bosphorus Istanbul

November 2014 to January 2016

- Managing digital marketing based on performance and purchasing.
- Managing monthly and annual KPI's & customer targets.
- Ability to analyze data
- Developing, overseeing and optimizing digital marketing initiatives to maximize brand awareness, ecommerce sales and lead conversion through paid ad channels.
- Advising and managing paid ads budgetary goals
- Preparing performance report

Beykent University

New Media Marketing and Communication

Class of 2013

Ankara University

Department of Statistic

Class of 2009

Relevant Skills & Specialization

- Digital Marketing
- SEO
- Web Development