

MEHMET BURAK YILMAZ

PROFESSIONAL SUMMARY

I am a recent undergraduate who is passionate about Marketing, Brand Management and Entrepreneurship. I also have direct experience with Social Media management - marketing, Digital Marketing and Brand Management.

ACADEMIC BACKGROUND

ISTANBUL UNIVERSITY

Business Bachelor | Aug 2016 - Feb 2021

- Applied Entrepreneurship
- Organization Development and Change Management
- Innovation Strategy
- Strategic Management
- Ethical Approach on Human Resources
- Business Ethics
- Marketing Strategies

CERTIFICATIONS AND ACTIVITIES

- The Fundamentals of Digital Marketing
Google
- Google Analytics for Beginners
Google

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CORE COMPETENCIES

- Digital Marketing
- Social Media Marketing - Management
- Brand Management
- Content Creation
- Innovation Management
- Critical Thinking
- Interpersonal Skills
- Creative Skills

PROFESSIONAL HISTORY

Sittnak Uluslararası Nakliyat A.S.

General In-house office staff | June 2013 - Aug 2013
June 2017 - July 2017

- Accounting trainee
- Supporting export and import departments.
- Preparing and sorting import documents and receipts.

Beatsiders Freelance Music Producer Team

Co-founder, Music Producer | June 2020 - July 2021

- Managing social media, posting ads and creating the brand itself.
- Engaging with customers.
- Music Production
- Marketing Management

Markasimetri Reklam Ajansı

Digital Marketing and Social Media Specialist | Sept. 2022
(Ongoing)

- Social Media Marketing
- Brand Development
- Google Ads
- Content Creation