



YUNUS MURAT

DIGITAL PERFORMANCE MARKETING SPECIALIST



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EDUCATION

ISTANBUL UNIVERSITY

Brand Communication

2024-

KOCAELI UNIVERSITY

Faculty of Fine Arts

Dramatic Writing

Double Major

KOCAELI UNIVERSITY

Faculty of Communication

Radio, Television and

Cinema

GNO: 3.03/4.00

2022

SKILLS

- Performance Marketing
- Google Ads
- Meta Ads
- Google Analytics 4 (GA4)
- Artificial Intelligence
- Marketing Automation
- MS Office
- TikTok- LinkedIn- Pinterest
- Conversion Tracking
- Looker Studio and Power BI

COURSES AND CERTIFICATES

- Fundamentals of Digital Marketing
Google
- Social Media Marketing
Expertise with AI
Udemy
- SEM- Search Engine Marketing
BTK
- Marketing Training
Turkcell

PROFESSIONAL SUMMARY

Performance-driven Digital Performance Marketing Specialist with hands-on experience managing multi-platform campaigns across Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads, and Pinterest Ads.

Skilled in performance optimization, GA4, conversion tracking, reporting, and marketing automation. Experienced in improving ROAS, CPA, CPC, and CTR through data-driven analysis, audience strategies, testing, and budget optimization across local and international accounts.

EXPERIENCES

DIGITAL PERFORMANCE MARKETING & OPERATIONS EXECUTIVE VERITAS MEDIA & SPARKLE MEDIA

September 2025-

Managed and optimized multi-platform performance marketing campaigns across Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads and Pinterest Ads, using GA4 for measurement, audience analysis, and conversion tracking.

Improved ROAS, CTR, CPA, and CPC through audience segmentation, A/B testing, creative analysis, budget optimization, and continuous performance monitoring.

Managed campaign setup, budget pacing, tracking requirements, creative processes, and cross-functional coordination across awareness, traffic, engagement, lead generation, and conversion-focused campaigns.

Prepared weekly and monthly performance reports and developed automated workflows using Google Ads Scripts, Google Apps Script, Google Sheets, Excel, and Looker Studio.

Worked with leading brands including Boyner, Tat, Şenpiliç, Parex, Arkas Holding, Binance TR, Madame Coco, Çetinkaya, Sarelle, Tadelle, and Tamek across different industries.

DIGITAL MARKETING SPECIALIST

GROADS AGENCY

June 2024- September 2025

Managed performance marketing projects for e-commerce, B2C, and B2B companies across Türkiye, Europe, and the United States.

Planned and optimized Google Ads campaigns across Search, Performance Max, Display, YouTube, and remarketing, increasing ROAS from 2.22 to 3.58 within three months through budget reallocation, tROAS optimization, and performance-based scaling.

Expanded keyword coverage by 17% and reduced CPC by 13.2% through keyword research, search intent analysis, ad copy testing, and continuous optimization.

Managed Meta Ads campaigns across awareness, engagement, traffic, remarketing, and conversion objectives. Built GA4 audiences and used Google Ads Scripts, Google Apps Script, Google Sheets, Excel, and Looker Studio for reporting and automation.

MARKETING TEAM MEMBER

AIESEC

2016-2017

At AIESEC, I managed Meta Ads campaigns, created engaging content for target audiences, and analyzed performance metrics to optimize results.

I collaborated on social media strategies to promote volunteer programs, gaining experience in nonprofit marketing and digital campaign management.

VOLUNTEER WORK

DIGITAL CONTENT INTERN — MEDIPOL UNIVERSITY

Supported podcast production, poster design, video content creation, and digital communication activities for the Science of the Future Program.

CONTENT PRODUCER & PRESENTER — RADYO Kİ

I worked as a volunteer for two years at Radio K.İ, which is the official media organization of the university and has a corporate identity where radio and television content is produced. I worked for about two years in the program called 'Kadraj', where I was the presenter and content producer. I also produced content for television programs during this period.