Atahan Gedik

https://atahangedik.com   atahangedik@gmail.com

Educational Background

Bilkent University, Ankara, TR   *2012 – 2017*
Faculty of Business Administration, Bachelor of Science, Management
AACSB accredited English Degree

TED Ankara College Foundation Private High School, Ankara, TR   *2007 – 2012*
English High School Diploma in Mathematics and Science

Professional Work Experience

Garanti BBVA, Istanbul, TR - Web Management Expert   *07. 2022 – Current*
- Managing the front-end and content journey of the company's websites.
- Designing, implementing and positioning products, services and content offered via web channels.
- Own web optimization and development projects by coordinating Agile & UX teams.
- Implementing and integrating data analytics tools.
- Conducting detailed KPI analysis to create strategies for improving and enhancing web channels.
- Optimizing the UX of web channels to increase sales and conversion via detailed behavioral data analysis.
- Taking part in the whole cycle of A/B testing.
- Analyzing web forms to increase their conversion, overall effectiveness and efficiency by setting up funnels and conducting deep data analysis.
- Lead the scaling of the company's SEO program. Responsible for planning, implementing and managing the company's overall SEO strategy by managing third-party digital advice firms and agencies.
- Coordinating web optimization activities between other countries that operate as a part of BBVA.

Amazon, Istanbul, TR - Associate E-Commerce Manager   *01. 2022 – 07.2022*

- Collaborating with key retail functions such as Vendor Management, Supply Chain Management, Finance and Marketing to manage assigned brands.
- Defining and implementing tailor-made action plans to boost assigned brands' performance and monitoring success metrics on a daily basis.
- Owning the end-to-end relationship with assigned brands and advising key account management partners as a business expert.
- Identify opportunities based on deep data analysis and provide recommendations to improve sales and margin.
- Help grow selection by managing the launch of new products and improving discoverability.
- Drive supply-chain operational excellence by reducing costs, defects, lead times, and by managing stock in our fulfillment center.
- Provide recommendations for the brand's marketing and advertising campaigns to promote new products/increase traffic or conversion.
- Plan and implement promotional activities and improve the customer journey on Amazon through enhanced content on detail pages.

Glamira, Istanbul, TR - SEO Team Leader   *09. 2021 – 01.2022*

- Lead the scaling of the company's SEO program. (On/Off-Page)
- Responsible for planning, implementing and managing the company's overall SEO strategy.
- Grow organic traffic & e-commerce leads volume through content and technical improvements.
- Build and prioritize technical and content SEO roadmaps in collaboration with E-Commerce.
- Develop and execute near, mid, and long-tail content strategies, and build out capacity to scale content.
- Collaborating with E-Commerce, Engineering (DevOps), Growth, Brand, and Marketing
- Own reporting on organic search performance.
- Lead a team of SEO Specialists.

Huawei, Istanbul, TR - Search Ecosystem Specialist   *04.2020 - 09.2021*

- Taking part in the development and testing of Huawei's Search Engine: Petal Search.
- Managing the whole process of acquiring new business partners.
- Managing accounts regarding the whole cycle of content providers.
- Business development for the search ecosystem.
- Responsible for monitoring and analyzing the usage of search products and discovering CX problems.
- Designing the search assessment criterias based on the deep understanding of search habits.
- Planning and implementation of marketing promotion activities of search products.
- Monetization of search products in the local market.
- Customer and account management for SaaS projects.
- UI / UX design for websites including landing pages and SaaS projects.
- Graphics design for all digital media including product related marketing material and SaaS wireframes.
- Managing 3rd party agencies regarding SEO and digital media production.

Pınar Waters & Beverages, Istanbul, TR - Digital Marketing Specialist   *09.2019 - 04.2020*

- Website and mobile application management (Loyalty & E-Commerce).
- Managing commercial marketing activities, directing the sales team in line with marketing strategies.
- Analyzing the profitability, yield and future effects of campaign plans.
- Making and reporting the annual plan of the commercial marketing budget.
- Planning commercial marketing activities in line with brand strategies and sales priorities.
- Monitoring and evaluating competitor market analysis, channel development and consumption trends.
- Developing practices that will contribute to regional & channel based growth.
- Identifying opportunity areas and making action plans by conducting market and competitor analysis.
- Ensuring communication between marketing activities and new product launches.
- Graphics design for trade marketing and digital marketing needs including all digital & printed media.
-

BITES (ASELSAN Subsidiary), Ankara, TR - Digital Communications Specialist *01.2019 - 04.2019*

- Digital design for augmented reality and virtual reality applications.
- Graphics design (Digital and Printed Media, R&D Projects).
- UI/UX design for warfare vehicles applications and vehicle simulations.
- Social media management for Facebook, Twitter, LinkedIn and Instagram.
- Website management.

<u>3D3 Technology, Ankara, TR - Digital Marketing Specialist</u>   *09.2018 - 01.2019*
- Marketing Strategy, Web and Graphics Design, Website Management, Social Media Management, E- Commerce Management, Search Engine Optimization, Sales and Product Management and Market Research.
- Created the company website, managed the E-Commerce subdomain, designed all printed and digital media of the company including product brochures and manuals, catalogues, business cards, exhibition banners and handout material. Participated in exhibitions and set up booths.

<u>Flatart Digital Agency, Ankara, TR - Digital Marketing Specialist</u>   *01.2018 - 09.2018*
- Content Marketing, Search Engine Optimization, E-Mail Marketing, E-Commerce Management Social Media Management, Campaign Management, Website Management, Web and Graphics Design for all brands and firms that are listed below.
- Brands and Corporations Managed: Liva Pastacılık (E-Commerce - Food), LinkPlus (Information Technology), Çam Hotel (Hospitality), Mocaco Coffee (E-Commerce - Coffee), Minigi (E-Commerce - Clothing), Loda Mobilya (Furniture), ABC Mobilya (Furniture), Kuruyemiş Borsası (E-Commerce - Food) Hacıbaba Kuruyemiş (E-Commerce - Food), Coffee Mag (News/Blog).

<u>Interbank Card Center (BKM), Istanbul, TR - Marketing Intern</u>   *06.2016 - 07.2016*
- Participated in activities of the Marketing and Product Management Department - BKM Express division. Witnessed the segmentation, targeting, positioning and differentiation process and functions of the organization first hand and conducted several market research projects in the area of banking and finance as well as payment systems solutions.

<u>Interbank Card Center (BKM), Istanbul, TR - Accounting Intern</u>   *06.2015 - 07.2015*
- Participated in all activities of the Financial Affairs Department, involved in the process of documentation filing and preparation of financial statements of the company, including using computerized accounting softwares.

IT & Software Knowledge
HTML: Intermediate - CSS: Intermediate - JavaScript: Beginner
SEO Tools: DeepCrawl, ahrefs, Semrush, Screaming Frog, Xenu, Mangools, Hotjar, Moz, Ryte, Answer the Public, Majestic, SpyFu, SimilarWeb, Searchmetrics.
Analytics Tools: Dataroid, Fabric, Firebase, Apple Store Analytics, Google Play Console.
Google: Analytics, Search Console, My Business, Data Studio, Tag Manager, PageSpeed Insights.
Yandex & Bing Webmaster Tools.
Adobe: Photoshop, Illustrator, XD, Lightroom, Premiere Pro.
Web & E-Commerce Tools: Adobe Experience Manager, Adobe Magento 2, WordPress, Wix, Shopify, WooCommerce.
MAC OS & MS Office Softwares, Google Sheets/Docs/Slides/Forms/Drive.
FTP/ Domain, Subdomain / Hosting Management.
GitHub, Monday, Asana, Trello, Zapier, FileZilla, cPanel, Buffer, Gleam, MailChimp, MailerLite, Elementor, Slack, JotForm, SEOquake.

Language Knowledge
- Turkish: Native
- English: Advanced Working Proficiency
- TOEFL iBT (02.2017) = Reading 28/30, Listening 26/30, Speaking 26/30, Writing 28/30 Total 108/120.
- iTEP Business (06.2022) = 5.4/6

Memberships & Volunteering Experience
- Bilkent TDP (Civil Sensitivity Projects), Nov. 2015 - Jun. 2017
- TED Ankara College Graduates Foundation, 2012 - Current
- Bilkent University Graduates Foundation, 2017 - Current
- LÖSEV (Foundation for Children With Leukemia), Mar. 2015 - Sep. 2016
- Make-a-Wish Foundation - Turkey, Dec. 2021 - May 2022
- Rotaract, Mar. 2019 - Jul. 2021
    Rotaract International (Ankara)
    Rotaract Club of Kızılay (Ankara)
    Rotaract Club of Ataşehir (Istanbul)
- Bilkent University FBA Mentorship Program - Mentor, Turkey, 2021 - Current

Seminars & Exhibitions
- STEM&Makers Fest 2018, Presenter/Staff
- EducCon 2018, Presenter/Staff
- Entrepreneurship Summit 2015, Participant
- Entrepreneurship Summit 2016, Participant

Honors & Awards

Won the "Presidency of Defense Industries Award – Savunma Sanayi Başkanlığı Ödülü" as a formal member of the startup DORA which operated in the field of defense industries.
Award Date: 06.20.2018 – "ODTÜ/METU, YFYI Competition"

Hobbies & Interests

Weightlifting & Fitness
Indoor Cycling
Spearfishing
Boxing

Professional References (Contact Information Will Be Provided Upon Request)

Pelin Bakır, Head of People - Yıldız Holding
Tolga Giray, Co-Founder - 3D3 Teknoloji
Berk Giray, Co-Founder - 3D3 Teknoloji
Birsel Koncabahar, E-Commerce Manager - Glamira
Gizem Erol, Partner Management Expert - B/S/H Turkey, (Ex-Huawei)
Seha Okudan, Business Dev. Manager - Airfocus, (Ex-Huawei, Amazon)

Certifications

Fundamentals of Digital Marketing – Google – ID: N5D T3R PVM
Google Analytics Individual Qualification – Google – ID: 50634752
Google Tag Manager Course – Udemy – [Credential Link](#)
Adobe Experience Manager - Udemy - [Credential Link](#)
XML , XSLT and XPath for Beginners - Udemy - [Credential Link](#)
Structured Data & Schema Markup - Udemy - [Credential Link](#)
Making a Search Engine: JavaScript PHP and MySQL – Udemy – [Credential Link](#)
Modern JavaScript – Udemy – [Credential Link](#)
PHP for Beginners – Udemy – [Credential Link](#)
User Experience Design Essentials - Adobe XD UI UX Design - Udemy - [Credential Link](#)
Modern HTML & CSS – Udemy – [Credential Link](#)
Google Data Studio Course – Udemy – [Credential Link](#)
Build Responsive Websites with HTML5 and CSS3 – Udemy – [Credential Link](#)
Hotjar Masterclass – Udemy – [Credential Link](#)
IT Networking Fundamentals – Udemy – [Credential Link](#)