



Oyku Akyildiz

Consultant in Digital Marketing
& Communications

Paris, France

Oyku is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments,
Permanent Positions, Hourly Consulting

Skills

SEO Audits

E-commerce Optimization

Google Webmaster Tools

Google Ads (Advanced)

Google Data Studio (Advanced)

Creative Writing (Advanced)

Marketing (Advanced)

Brand Strategy (Advanced)

E-commerce SEO (Advanced)

Social Media Communications (Advanced)

Languages

English (Native)

French (Native)

About

Graduated from Galatasaray University, International Relations Department, I completed my master's degree at INSEEC Business School in Paris in the field of marketing and brand management. I am now a CRM specialist and freelance in Digital Marketing.

My various experiences have led me to develop my sense of initiative, my team spirit, my analytical skills and my interpersonal skills. I firmly believe that my motivation, receptive personality and work conscience can contribute positively to your company in the future.

BRANDS WORKED WITH

Wengo

Experience

CRM Expert

Wengo | May 2019 - Dec 2021

- Analyze customer data, enrich the Wengo database
- Create intelligence from data, contribute to marketing strategy
- Build a meaningful and usable customer segmentation
- Create an engaging digital customer experience using personalization and dynamic content at all touch points
- Increase repeat purchases, cross-sell and up-sell
- Design and manage the loyalty program

Education & Training

2016 - 2018

INSEEC MBA MSC

Marketing & Brand Manager, Marketing & Brand Management and Design

2012 - 2016

Galatasaray University

International Relations, International Relations

