

# YUSUF İHSAN KURT

DIGITAL MARKETING  
MANAGER



## SPECIALIZATIONS

- Digital marketing
- SEO: yusufihsankurt.com & okuldaneve.com
- Google Analytics, Facebook Ads
- Outstanding redaction skills
- 11 years of educator experience at Turkish, Math and English
- Narration and presentation
- Oud/Literature/Table Tennis/Goalkeeper/TOEFL (101/120)

## CONTACT INFORMATION

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Darıca/KOCAELİ

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## EDUCATION BACKGROUND

### Boğaziçi University

BACHELOR OF ECONOMICS 2009 - 2016

### Bahçeşehir University

MASTER OF BUSINESS ADMINISTRATION, MBA  
(WITH THESIS, ENGLISH)  
2017 - 2019

### Gebze Technical University

PHD, BUSINESS ADMINISTRATION 2021 -

## WORK EXPERIENCE

### Social Media and Content Manager

MACELLAN SEPTEMBER 2021 -

- Creation of TR and EN contents of the Alternatif SuperApp application,
- Creation of TR and EN contents of Alternatif.app site,
- Establishing, monitoring and managing social media accounts of Alternatif SuperApp,
- Managing all digital marketing activities of Alternatif SuperApp,
- Preparing the contents of all materials such as physical posters, plexiglass, cardboard and canvas belonging to the product and supporting the design team,
- Preparing press releases and distributing them with the relevant agency,
- Determining the content and concept of promotional films of brands,
- Ensuring coordination with the cooperating agencies.

### Branchless Banking Supervisor

KUVEYT TÜRK NOVEMBER 2020 -

- The establishment of branchless banking processes at Kuveyt Türk Katılım Bankası A.Ş.
- The preparation of written and visual contents
- The marketing, analysis and follow-up of Senin Bankan brand
- Optimizing account opening processes with video calls and preparing related promotional visual materials

### Product Development Specialist

KUVEYT TÜRK 2016 - 2020

- Answering the store comments of Mobile Branch on iOS and Android platform
- Coordination between agency and IT in the development of Kuveytturk.com.tr
- Ensuring the internal marketing of the digital product development unit

