

Omer Kilicaslan



Personal

Name Surname	Omer Kilicaslan
Birth Date	16.04.1994
Birth Place	Develi
Marital Status	Single

Contact

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Education

2000 - 2008	Sururi Primary School
2008 - 2013	Kuleli Military High School
2014 - 2018	Yildiz Technical University Faculty of Economics and Administrative Sciences Department of Economics *Research and analyze economic issues *Conduct surveys and collect data *Analyze data using mathematical models and statistical techniques *Prepare reports, tables, and charts that present research results *Interpret and forecast market trends *Advise businesses, governments, and individuals on economic topics *Design policies or make recommendations for solving economic problems

Experience

Zomato

November 2019 - Present

Content Producer

- *Create content calendar for Zomato Turkey's blog.
- *Writing unique contents and news about the industry.
- *Editing the contents that content team creates and publishing them.
- *Create content calendar for Email Direct Marketing (weekly base.)
- *Create mail templates for Email Direct Marketing in Figma, Canva, etc.
- *Manage all processes of Sneakpeek Video Content product.
- *Create unique editorial content in addition to Sneakpeek Video Content.

Zomato

October 2018 - November 2019

Content Associate

- * Create clear and compelling content
- * Ensure consistency of all published content with Zomato's standards
- * Work closely with Sales and Marketing teams to constantly improve new and existing content
- * Make Zomato restaurant pages more trustable for users

Adgager

July 2017 - October 2018

Business Developer and Sales Associate

- *Prospect for potential new clients and turn this into increased business.
- *Meet potential clients by growing, maintaining, and leveraging your network.
- *Research and build relationships with new clients.
- *Set up meetings between client decision makers and company's practice leaders/Principals.
- *Participate in pricing the solution/service.
- *Present new products and services and enhance existing relationships.
- *Work with technical staff and other internal colleagues to meet customer needs.
- *Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
- *Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- *Track and record activity on accounts and help to close deals to meet these targets.
- *Understand the company's goal and purpose so that will continual to enhance the company's performance.

Adgager
March 2017 - October 2018

Web Content Creator

- * Create unique articles for Blogager (Adgager's corporate blog channel)
- * Editing and proofreading articles that other bloggers create.
- * Create daily, weekly and monthly content calendar.

Mentornity
April 2017 - June 2017

Content Marketing Intern

- *Assist in research, development and curation of content ideas and research as needed
- *Identify opportunities for link sharing and content partnerships with various publishers, brands and blogs online
- *Prepare analytical reports to understand effectiveness of various marketing campaigns
- *Aid in developing a database of industry resources, sites and organizations including talent, blogs, and more
- *Assist to create social media contents and strategies

Language

Turkish	Native
English	Upper Intermediate

Competencies

Business	Content Marketing, Email Marketing, SEO, Content Strategy, Business Development, Entrepreneurship, Project Management, Strategic Planning, Marketing Research, B2B.
Computer	Microsoft Office (Word, Excel, Powerpoint, Outlook), Wordpress, Adobe Firework, Figma, Canva, Trello, Helpscout, CleverTap, Facebook Business Manager, Google Analytics, R Studio

Additional

Driving License	B
Military Status	Done

Certificates

Sales and Marketing Techniques
Istanbul Institute of Business - October 2016

Business Management
Istanbul Institute of Business - October 2016

Google Analytics for Beginners
Google Analytics Academy

Others

Hobbies

Travel, Camping, Trekking, Basketball, Get to know about different cultures. My biggest dream is travel the whole world.

References

I can send you if you are interested in.