

BURAK COŞAR

MARKETING AND ADTECH PROFESSIONAL
&
SOFTWARE ENGINEER

CONTACT

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PROFILE SUMMARY

Highly skilled **marketing & ad tech professional** with 6 years of experience driving brand awareness and revenue growth through innovative strategies and data-driven campaigns.
M. Sc. Software Engineering graduate with enhanced technical expertise and drive for digital innovation.

EDUCATION

2022 - 2024
BOĞAZIÇI UNIVERSITY
• M. Sc. Software Engineering
2010 - 2015
BOĞAZIÇI UNIVERSITY
• B.A. Translation & Interpreting

SKILLS

- Technical Account Management
- Ad Operations
- Data Analysis
- Ms. Excel
- Django
- Python
- REST APIs
- SQL
- HTML & CSS
- Eloqua
- Adobe Experience Manager (AEM)

WORK EXPERIENCE

Campaign Manager

Digital Turbine

Feb 2020 - Nov 2022

- Ensured all campaign requirements, assets, and technical specifications were in place prior to **campaign launch**.
- Set up and built the media plan for programmatic **DSP campaigns**.
- Optimized programmatic campaigns to meet **client KPIs** and drive **revenue growth/retention**.
- Monitored performance, delivery, **reporting**, and **optimization**.
- Lead **technical processes** of campaign launches in the region.
- Supported **MMP** and **third-party integrations**.
- Joined **client & internal meetings** and troubleshoot technical problems.
- Conducted **technical campaign analysis and health checks**.

Digital Marketing Specialist

Freelance

Dec 2019 - Jan 2020

- Created and maintained **HTML** and **WordPress** websites.
- Optimized websites for search engines (**SEO**).
- Monitored website traffic and campaign performances using **Google Analytics** and **Google Search Console**.
- Planned and created **PPC campaigns** on **Google AdWords**.
- Ran social media campaigns on **Facebook** and **LinkedIn**.
- **Translated** and **created** digital marketing content.

Marketing Automation Expert

NMQ Digital

Aug 2016 - Nov 2019

- Created responsive web pages using **Adobe Experience Manager**.
- Optimized web pages' **SEO** and **UX** before deployment.
- Developed and implemented **marketing automation** campaigns using **Oracle Eloqua**.
- Created dynamic forms and landing pages using **HTML/CSS/JavaScript**.
- Configured and managed **email campaign flows**.
- Organized and managed **user segments**.
- Executed **A/B tests** and **monitored** the campaign process.

LANGUAGES

- Turkish: Native
- English: Fluent
- French: Upper Intermediate