

Beyhan Leyla

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WORK EXPERIENCE

Graduate Trainee 06/2017–09/2017
Uniwersytet Opolski, Opole (Poland)

Familiar Strangers 02/2018 – 05/2018
Moving Lab. European Interdisciplinary Laboratory of Culture and Education, Esch-sur-Alzette (Luxembourg)

Social Services Intern 07/2018 –09/2018
Hatay State Hospital, Hatay (Turkey)

Google Ads Account Strategist 09/2019- 04/2021
Arteria G Partner, Warsaw (Poland)

- Establishing and maintaining long lasting business relationships
- Helping the customers' to grow their business by advising on the advertising strategies, products, trends and budgets
- Day to day management of the Google Ads campaigns including launching, monitoring, optimization and results reporting
- Ongoing analysis of results in terms of achieving the objectives set
- Setting up priorities and own workload management

04/2021-Present

- **Google Ads Campaign Strategist**
Arteria G Partner, Warsaw (Poland)
 - Plan and create Google Ads campaigns, including search, display, video and e-commerce campaigns.
 - Track, report, and analyze website analytics, and campaigns.
 - Establish and maintain business relationships.
 - Maintain updated knowledge of all Google products and services in order to provide adequate education to customers.
 - Measure and report performance of all Google Ads campaigns, and assess with the goals (ROI and KPIs).
 - Achieve maximum ROI in Google Ads campaigns by collecting and analyzing data, and identifying trends and insights.
 - Suggest enhancements for process and productivity optimizations.
 - Help the Google Ads users to grow their business by advising on the advertising strategies, products, trends and budgets.
 - Manage the Google Ads campaigns including launching, monitoring, optimising and results reporting.
 - Carry out an ongoing analysis of campaign results in terms of achieving the objectives set.

EDUCATION

Bachelor Degree of Sociology, Omer Halis Demir University
(Turkey) 2013 – 2017

Master, Intercultural Communication Opole University
(Poland) 2017 - 2019

**ADDITIONAL
SKILLS**

Microsoft Office package: Microsoft Word, Excel
Statistical operation: SPSS, Atlas
Online Advertisement: Facebook and Instagram

REFERENCES

References available on request