

# Serkan Yetkinyilmaz WebMaster



## Present position

PwC Turkey, MC&BD  
Department's Webmaster  
(Temmuz 2011 - ...)

## Contact Details:

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## Certificate

- **Adobe After Effect**  
3D Akademi - 01.2015
- **JQuery ve JQuery UI**  
BT Akademi - 03.2014

## Education

- **Kocaeli Üniversitesi**  
Bilgisayar Teknolojisi ve  
Programlama

## Experience

*My experience and skills as Webmaster cover the following:*

- Design of corporate web pages, including graphics, animation and functionality.
- Development of web page infrastructure and application related to pages with more advanced graphics and features.
- Monitoring of web server and technical performance of web sites.
- Implementation of search engine optimization strategies.
- Promotion of client websites online to increase prominence within their web community where possible.
- Management of Pay Per Click (PPC) campaigns to achieve optimum ROI (Return On Investment) for individual active search terms for each of the major search engines.
- Circulation of efficient and accurate reporting, detailing results of each web marketing campaign and possible improvement.
- Supporting communications managers on the improvement, results, competition and new direction in technology to assist with marketing of the corporate brand.
- Maximisation of online affiliate opportunities and revenue generation for the corporate brand (with possibility of widening affiliate advertising schemes).
- Ensuring regular communication and email contact with affiliates and act as main point of contact.
- Sourcing and managing new revenue generating online marketing opportunities.

## Additional skills

- Used to working in corporate environment
- Excellent team member with strong communication skills and a flexible attitude
- Accustomed to working under tight deadlines with strong attention to detail
- Advanced multi-tasking skills