



Oyku Akyildiz

Consultant in Digital Marketing & Communications

Paris, France

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Links

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Languages

English (Native)

French (Native)

Turkish (Native)

About

Graduated from Galatasaray University, International Relations Department, I completed my master's degree at INSEEC Business School in Paris in the field of marketing and brand management. I am now a CRM specialist and freelance in Digital Marketing.

My various experiences have led me to develop my sense of initiative, my team spirit, my analytical skills and my interpersonal skills. I firmly believe that my motivation, receptive personality and work conscience can contribute positively to your company in the future.

BRANDS WORKED WITH

Wengo

Experience

● CRM Expert

Wengo | May 2019 - Dec 2021

- Analyze customer data, enrich the Wengo database
- Create intelligence from data, contribute to marketing strategy
- Build a meaningful and usable customer segmentation
- Create an engaging digital customer experience using personalization and dynamic content at all touch points
- Increase repeat purchases, cross-sell and up-sell
- Design and manage the loyalty program

Education & Training

2016 - 2018

● INSEEC MBA MSC

Marketing & Brand Manager, Marketing & Brand Management and Design

2012 - 2016

● Galatasaray University

International Relations, International Relations