Gökhan Ağarer

gokhanagarer@gmail.com

Neukölln│Berlin│12055

+90 506 625 06 03

LinkedIn   Github

SUMMARY

Data-driven Performance Marketing & Growth Specialist experienced in managing end-to-end digital product lifecycles, analytics infrastructure and cross-functional execution. I turn complex data into product roadmaps and experiments using Python, SQL, BigQuery, Power BI and Looker, and implement reliable tracking (GA4, GTM, server-side tagging). Proven at improving acquisition and retention through A/B testing, personalisation, and stakeholder/vendor coordination.

Work permit: Unrestricted work authorisation upon receipt of residence permit (family reunification, §28 AufenthG)

SKILLS

- **Data & BI Tools:** Power BI, Looker, Excel, SQL, Python, BigQuery, SPSS, LMStudio, AI Engineering & n8n.
- **Digital Marketing:** Google Ads, DV360, Meta Ads, Criteo, X, RTBHouse, Bing, Yandex and Programmatic.
- **Web Analytics:** GA4, Search Console, GTM, Server-Side Tracking, Clarity, Ahrefs, SEMrush, local LLMs and AI Agents.
- **Graphic Design:** Figma for dashboards, ad creative and website content. Modelling UI & UX for marketing purposes.

- **SEO:** Advanced technical SEO, Website Crawling with JavaScript & Screaming Frog, WordPress, Content Management and Perf. Tracking.
- **Mobile Apps:** Firebase, Google Play Console, App Store Connect, Adjust, Appsflyer.
- **Statistical analysis:** Regression, Correlation, EFA, CFA, SEM, Sentiment and RFM(T) analysis.
- **CRM:** Customer Segmentation, Customer Journey, Churn Prevention & Reactivation and tools such as Insider, D-Engage, Segmentify, Braze.

EMPLOYMENT & EXPERIENCE

Digital Marketing Executive - PayTR Elektronik Para ve Ödeme Hizmetleri A.Ş.　　　　　*Levent, İstanbul*
Driving growth through data, retention, strategy & digital excellence.　　　　　*October 2024 - Present*

- Executed data-driven Google Ads strategies to boost lead generation and maximise ROAS, optimising campaigns based on real-time data and performance insights. Through data-driven optimisations, increased active merchant count by 37% and reduced acquisition costs by over 30%, while helping sustain market leadership in a highly competitive environment and implementing brand-search improvements that cut brand-search costs in half.
- Built automated reporting workflows using 3rd party APIs, BigQuery, Looker and Google Sheets, providing actionable insights and enabling data-driven decision-making across marketing teams.
- Led RFM(T) segmentation and user retention cohorts strategies, in line with business needs, optimising customer lifetime value (CLTV) through targeted campaigns and budget reallocation for maximum impact.
- Managed a WordPress-based website, GTM, API integrations and tracking frameworks supporting product development and experimentation.
- Coordinated daily communication between stakeholders, vendors, and agencies, effectively bridging technical and marketing teams. Led the design and execution of joint campaigns by translating business needs into clear product requirements, ensuring strategic alignment.
- Developed a full end-to-end sentiment analysis pipeline in Python using large-scale real user data scraped from social media and forums. Transformed insights into dynamic dashboards and narrative reports, providing a detailed view of customer perception and brand health. Delivered an impact-driven, reproducible, and fully updatable analytics framework that directly informed strategic decision-making.

Digital Marketing & Growth Specialist - Sosyopix　　　　　*Kozyatağı, İstanbul*
Developing and executing result-oriented plans & actions　　　　　*August 2023 - Oct 2024*

- Launched and fine-tuned ad campaigns across Google, Meta, and Criteo, significantly improving conversion metrics.
- Designed and maintained comprehensive dashboards using Power BI and Looker, translating complex data into actionable insights that informed strategic marketing decisions.
- Conducted detailed retention cohort, RFM, and CLTV analyses with Python and SQL, pinpointing high-value segments and optimizing targeting strategies.
- Managed GTM setups, streamlined API integrations, and coordinated relations and business with SaaS vendors.

EDUCATION & CERTIFICATIONS

Veri Analizi Okulu – AI Development Module　　　　　*October 2025 - Present*
Marmara University, in collaboration with Middle East Technical University, Boğaziçi University, and Istanbul Technical University

Marmara University　　　　　*Göztepe, İstanbul*
Master of Science in International Marketing & Business Development　　　　　*August 2022 - June 2025*

Career Essentials in Data Analysis & Business Analysis by Microsoft Certified Individual　　　　　*February & June 2023*

Google *Analytics 4,* Ads *Apps, Video, Display, Search,* and *Measurement* Certified Individual　　　　　*September 2022*

Istanbul University　　　　　*Laleli, İstanbul*
Bachelor of Arts in English Literature & Language　　　　　*September 2013 - June 2019*