



Mehmet Gezer

Shopify Developer | Store Setup & Ad Management
Google, Facebook & TikTok Ads

PROFESSIONAL SUMMARY

Mehmet GEZER is an expert with over 6 years of experience in Shopify-based e-commerce and digital marketing. I have successfully managed advertising campaigns on Google, Facebook, and TikTok, achieving effective results in key markets such as the USA, Canada, the UK, and Turkey.

In addition to creating e-commerce strategies, I have comprehensive knowledge in social media content production, video design, email marketing, and SEO optimization. I bring a determined and results-oriented approach to every project, quickly adapting to the dynamics of digital marketing to achieve the best outcomes.

Equipped with certifications from Google and Facebook, I continuously develop innovative strategies to add value to my clients. I focus on enhancing the impact of visual content to strengthen brands' digital presence.

WORK EXPERIENCE

MGZR LLC

Founder and Digital Marketing Manager

2019 – 2024

Web Design & E-Commerce: Developed and optimized SEO-friendly Shopify e-commerce websites under MGZR LLC. Focused on creating user-friendly, high-conversion websites and improved search engine visibility with effective SEM strategies.

Digital Advertising Management: Created and managed social media advertising campaigns across platforms like Google, Facebook, Instagram, TikTok, and LinkedIn. Optimized ad accounts to enhance customer acquisition and brand visibility. Managed ad accounts for personal brands, driving strategic growth.

Ad Content Creation: Produced and edited professional ad videos and content using Canva and CapCut. Enhanced the impact of visual content to boost campaign performance.

Social Media Management: Managed social media accounts for multiple brands, developing strategies to increase engagement and follower count. Created content plans to strengthen customer loyalty.

SEO, SEM & Email Marketing: Implemented advanced SEO techniques to increase organic traffic and improve search rankings. Executed targeted SEM campaigns and developed email marketing strategies to enhance customer retention and drive sales.

JANTSA JANT SANAYİ VE TİCARET A.Ş.

Social Media and Digital Marketing Specialist

2017- 2019

At Jantsa Jant Factory, I managed the company's social media accounts, advertising accounts, and content design. I handled the management of social media platforms such as Facebook and Instagram, optimizing advertising campaigns to increase the brand's international recognition. Through strategic content creation and targeted advertising, I significantly boosted the company's sales. Additionally, I worked on content optimization for the company's websites, improving brand awareness and user experience.

I left this position to start my own digital marketing company.

ELIF MUHENDISLIK

Intern - Project Design and Management Assistant

2016-2017

Elif Engineering is a company that undertakes major dam construction projects across Turkey through tender processes. During my high school internship at this company, I contributed to various project design tasks, assisting in the preparation of technical designs and documentation. While working here, I gained valuable experience in project management and design.

As social media grew in importance, I started to specialize in digital platforms and expanded my expertise across different industries, further developing my skills in social media management and digital marketing.

CONTACT

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Barsha Heights (Tecom) Dubai / UAE

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Certificates

SKILLS

- Digital Marketing
- Social Media Management
- Ad Account Management
- Shopify Store Setup and Management
- Web Design and E-commerce
- Advertising Account Expertise
- Google Ads Manager
- Facebook Ads Manager
- TikTok Ads Manager
- SEO Optimization
- Email Marketing
- Video Content Creation
- Content Strategy Development

LANGUAGES

- English / Professional working proficiency
- Turkish / Native Language - Fluent

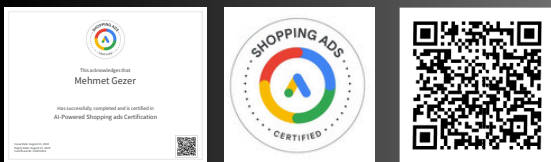
EDUCATION

2013-2017

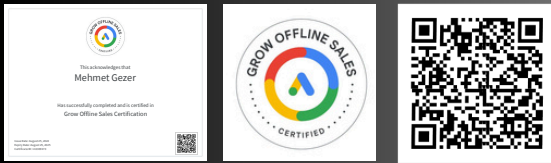
MİMAR SİNAN VOCATIONAL AND TECHNICAL
ANATOLIAN HIGH SCHOOL

Bachelor of Business Management

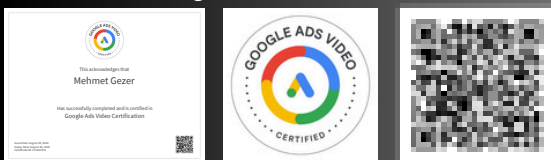
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AI-Powered Shopping ads Certification



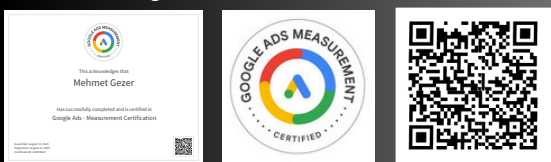
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Grow Offline Sales Certification



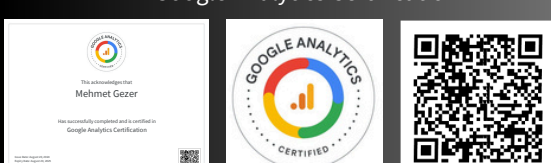
Has successfully completed and is certified in
Google Ads Video Certification



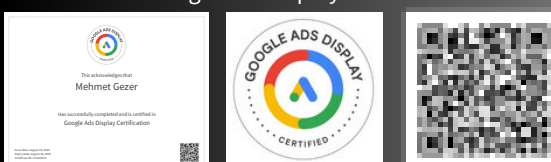
Has successfully completed and is certified in
Google Ads - Measurement Certification



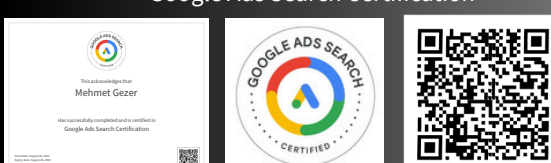
Has successfully completed and is certified in
Google Analytics Certification



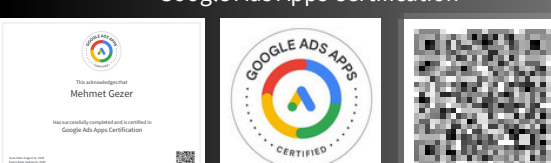
Has successfully completed and is certified in
Google Ads Display Certification



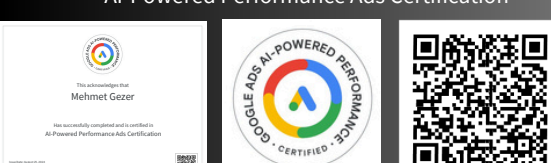
Has successfully completed and is certified in
Google Ads Search Certification



Has successfully completed and is certified in
Google Ads Apps Certification



Has successfully completed and is certified in
AI-Powered Performance Ads Certification



COURSE-CERTIFICATE INFORMATION

• Google Ads Certification

I possess in-depth knowledge and experience in social media management, ad account setup, and pixel installation using Google Ads.

• Google Analytics Certification

I have developed my skills in data analysis and reporting. I can optimize my advertising strategies using analytical data.

• AI-Powered Shopping Ads Certification

I have the ability to create effective advertising campaigns using the latest technologies in the e-commerce field.

• Google Ads Video Certification

I am an expert in video advertising; I have the ability to create engaging and effective video content to enhance brand awareness.

My Skills

I have a diverse set of skills that support my expertise in digital marketing and e-commerce. Here are some key areas where I excel:

• Social Media Management:

I am skilled in developing and executing social media strategies that enhance engagement and brand loyalty across various platforms.

• Ad Account Management:

I effectively manage and optimize ad accounts on Google, Facebook, and TikTok, focusing on customer acquisition and brand visibility.

• SEO Optimization:

I implement advanced SEO techniques to improve organic traffic and search rankings, ensuring my clients achieve their digital marketing goals.

• Email Marketing:

I design and execute targeted email marketing campaigns that increase customer retention and drive sales growth.

• Content Creation:

I produce high-quality content, including videos and graphics, to support advertising efforts and enhance audience engagement.

• Performance Analysis:

I analyze campaign performance data to derive actionable insights and make data-driven decisions that optimize marketing efforts.