

Batuhan Berkdemir

Camarillo, CA

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PROFESSIONAL SUMMARY

Data-driven Marketing professional with hands-on experience in digital marketing, social media strategy, and paid media optimization. Proven ability to increase engagement, improve conversion rates, and generate qualified leads through analytics-driven decision-making. Skilled in campaign execution across multiple platforms including HubSpot, Google Ads, and Meta Business Suite.

PROFESSIONAL EXPERIENCE

Marketing Intern

Compass Group – Camarillo, CA

Oct 2025 – Present

- Developed and published 3–5 weekly social media posts using Canva and CapCut, increasing engagement by **22%** within one semester
- Monitored performance metrics (reach, impressions, engagement) via Meta Business Suite and TikTok Studio, improving average reach by **18%**
- Supported execution of 6+ campus events, contributing to a **15% increase in attendance**

Digital Marketing Analyst

CI Solutions – Camarillo, CA

Oct 2023 – Present

- Built and deployed email campaigns and landing pages in HubSpot, increasing open rates from **21% to 28%** and generating **40–60 qualified leads per cycle**
- Managed Google Ads campaigns (\$1,200/month budget), improving CTR from **2.1% to 3.4%** and reducing CPC by **18%**
- Analyzed KPIs (CTR, CPC, conversion rate) to optimize campaigns, increasing conversions by **12% over 3 months**
- Conducted competitor analysis, identifying 3 new target segments and improving campaign efficiency by **15%**

Student Assistant

ESBI – Camarillo, CA

Jun 2025 – Present

- Designed and distributed newsletters to 80+ partners, increasing CTR by **17%**
- Created marketing assets supporting campaigns that boosted attendance by **20%**
- Improved internal file organization, enhancing workflow efficiency

Student Research Assistant

SURF – Camarillo, CA

Jun 2025 – Jul 2025

- Analyzed 25+ influencer marketing case studies to identify engagement and B2B strategy trends
- Presented findings to an audience of 50+ at CSUCI research conference

Food & Beverage Assistant

Gurney's Star Island Resort & Marina – Montauk, NY

Jun 2022 – Oct 2022

- Delivered high-quality customer service in a fast-paced hospitality environment
 - Managed inventory and supported daily operations
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SKILLS

Marketing & Analytics:

SEO, Social Media Marketing, Email Marketing, Paid Media Optimization, KPI Tracking, Funnel Analysis, A/B Testing, Market Research

Tools & Platforms:

HubSpot, Google Ads, Google Analytics, Meta Business Suite, Canva, CapCut, Figma, Trello, Dovetail

Core Competencies:

Data Analysis, Data Visualization, Storytelling, CRM Systems, Content Creation, Outreach, Presentation, Problem Solving, AI Tools

EXTRACURRICULAR ACTIVITIES

Social Media Officer – CI Run Club

- Increased followers from 180 → 310 (+72%) in 5 months
- Improved engagement rate from 4% → 7% using trend-based content

Plot-A-Thon '25 (Data Visualization Competition)

- Awarded for Best Python Visualization and Best Data Cleaning

Flow Expo 2024–2025 – Trade Show Exhibitor

- Represented organization, engaged attendees, and presented product insights
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EDUCATION & CERTIFICATIONS

Bachelor of Science in Business, Marketing

California State University Channel Islands

Aug 2023 – May 2026

Certifications:

- Data, Data Everywhere – Google (Coursera)
- Social Media Marketing – HubSpot Academy
- HubSpot Marketing Software – HubSpot Academy
- Digital Marketing Foundations – LinkedIn Learning
- Google Ads Essential Training – LinkedIn Learning