


Serbay Arda Ayzit

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Experience

Managing Director

Optdcom

Jan 2018 - Present (4 years 8 months +)

- Optdcom is digital marketing agency of 50 people also R&D center approved by Turkish Government.
- My position as managing director in this agency, grow team, grow clients.
- Managing performance marketing, SEO, Data teams in the agency.
- Started with 6-7 people without brand awareness now in one of the top 10 agencies in Turkey.
- Current clients are; Mavi jeans, Avansas, Godiva, Mcdonalds, Damat Tween, Fiba Banka, Ulker and 40 more.



Co Founder

Contentus

Feb 2014 - Present (8 years 7 months +)

- Contentus is content marketing agency in Turkey also one of the first content agencies in Turkey.
- Creating visual, textual and video content for clients.
- Clients are: Pegasus, İş Bankası , Arçelik, Koçtaş and 10 more.



Marketer-in-Residence

Boğaziçi Üniversitesi Girişimcilik Merkezi

Sep 2019 - Present (3 years +)

I am attending Digital Marketing Strategies and Community Management lecture in Bogazici University as visiting-lecturer with Oğuzhan Aygören. Also, I am trying to help startups about digital marketing under Boğaziçi University Entrepreneurship Center.



Lecturer

Kadir Has University

Sep 2019 - Present (3 years +)

I am giving digital marketing lectures for undergrad and master's students. It includes every aspect of digital marketing. Students are learning google ads, social media marketing, SEO, Programmatic advertising. I am telling real-life cases, knowledge about using ad platforms and SEO tools. At the end of the year students able to create simple digital marketing strategies on their own.

SEM Director of SEO (Search Engine Optimization)SEM

Oct 2009 - Dec 2017 (8 years 3 months)

After working on Online Marketing channels like AdWords,SEO,Online Media Planning for 2 years. I have started to work in SEM about Search Engine Optimization. SEM is one of the biggest SEO Consultancy Company in Turkey. In SEM i am consulting several business areas like Tourism,FMCG,Automotive,Finance,Online Shopping etc.

I am creating Search Engine strategies and controlling the process of SEO works.

evmánya Digital Marketing Consultant & Partner

Evmanya.com

Feb 2010 - Mar 2011 (1 year 2 months)

I started work with evmánya.com as a shareholder and consultant at the same time. Everything started with evimizinherseyi.com then we got investment from Turgay Ağralı (YKM Co-Founder) and changed the name to evmánya which i proudly found the new name of web site. I personally organized all digital marketing activities and increased sales more than 4x.

bravoo! Digital Marketing Specialist

bravoo!

May 2008 - Sep 2009 (1 year 5 months)

I am online marketing specialist in www.bravoo.com, the company is joint venture between Seat Pagine Gialle and Doğan Yayın Holding in Turkey.

Altivi Digital Marketing Specialist

Altivi

Nov 2007 - May 2008 (7 months)

Education



Galatasaray Üniversitesi

Master's Degree, Integrated Marketing Communications Management
2005 - 2006



Eskişehir Osmangazi Üniversitesi

Bachelor's Degree, Business Administration
2001 – 2005

International Conferences

Brightonseo / Brighton / 2021

<https://www.youtube.com/watch?v=liEW6xX79Cc&t=1s>

Weloveseo / Paris / 2020

<https://www.youtube.com/watch?v=ccM-lbw73kk>

UX Alive Berlin / Berlin / 2020

Search London / London / 2018

<https://searchldn.com/event/page/2/>

Searchmetrics Summit / Berlin / 2017

<https://www.youtube.com/watch?v=huA1j6q9m2c&t=9s>

Big Digital / Australia / 2017

<https://marketing.com.au/big-digital-adelaide-2017/>

Skills

SEO • SEM • Online Marketing • Digital Marketing • Online Advertising • Analytics • E-commerce

