

# Melisa Kalaycioglu

Digital Marketing Consultant | Webmaster

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### SUMMARY

Experienced digital marketing consultant and project manager, skilled in implementing effective strategies to drive online visibility, increase sales, and foster customer engagement. Adept at leveraging data-driven insights and innovative techniques to deliver measurable results. Passionate about transforming brands' digital presence into thriving businesses.

### **KEY SKILLS**

Growth Marketing Project Management SEO Email Marketing Copywriting Data Analytics Adobe Photoshop Illustrator Paid Traffic Management E-commerce Agile Methodologies

### **EDUCATION**

Bachelor's Degree in Marketing Fundacion de Altos Estudios en Ciencias Comerciales

### **EXPERIENCE**:

#### Novara Iluminação

#### Digital Marketing Consultant

- Developed company website and executed comprehensive communication strategies, including paid media and optimized landing pages.
- Conducted competitor analysis and improved brand's digital positioning.
- Implemented customer acquisition and retention strategies, managing paid campaigns across various platforms.

#### H7 IMPORT

#### Senior Marketing Analyst

- Managed marketing projects and developed communication strategies, emphasizing social media and blog content.
- Designed brand visual identity materials and managed paid traffic campaigns.
- Collaborated with sales team to identify market opportunities in foreign trade sector.

#### Paim Comunicação

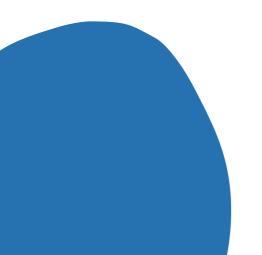
#### Copywriter

• Produced content for blogs, social media, and email marketing, generating leads and providing translations for clients.

#### Melisa Marketing

**Executive Director** 

• Founded and currently operate a digital marketing agency, specializing in Adobe Photoshop and more.



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