**Frank F. Gulgonul**

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Citizenship: British

0770 302 8661

**Education and Training**

*Good Experience in : Search Engine Optimisation,  Search Engine Marketing (Pay Per Click Programs. Certificate of Google Advertising Professional), AdSense, Affiliate Marketing*, Usability & User Experience, HTML*,*Content Management Systems such as Sharepoint, Joomla and PhpNuke

PC/Software: HTML, CSS with excellent MS Excel skills and CRM tools

*Liverpool JM University* - Liverpool, UK (2003 - 2004) M.A. in European Studies

Languages: Fluent English, IntermediateFrench, Native Turkish, Basic Russian

**Work Experience: 6 Years of Experience in Online Marketing, SEO, PPC, Affiliate Marketing**

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| ***Employer*** | ***Title*** | ***Dates*** | ***Job Description*** | ***Type*** |
| na | *Web Enterprenuer* | *When not employed* | *- Developed an onsite SEO report tool:* [*www.WebsiteSEOreport.com*](http://www.WebsiteSEOreport.com)*- Developed & marketed* [*www.Photographer4me.co.uk*](http://www.Photographer4me.co.uk)[*www.WebSaysSo.com*](http://www.WebSaysSo.com)[*www.SEObyPros.com*](http://www.SEObyPros.com) *(work in progress)* | *freelance* |
| ***Drivebusiness Ecommerce & Marketing Agency*** | *PPC Contractor* | *May-June 2011* | *- Managing & Improving Pay Per Click campaigns for various retailer clients namely Reiss, Gant UK, Gant Sweden, Day Birger, D2 Jeans, etc.**- Suggested various creative ideas to offer more and better services for ecommerce clients* | *contract* |
| ***Smart TV Broadcasting*** | *SEO Manager* | *Nov.09 – Mar.10* | *- SEO review of the website**& Link Building (Increased the ranking for most competitive keywords from 500+ position to first 20 and 50 position at Google)**- Managing Paid Search Campaigns (£70K+ monthly)* | *contract* |
| ***HSBC Business*** | *Search Marketing Manager* | *Jul.09 – Nov.09* | - Managing the PPC agency and PPC campaigns optimization- Ensuring SEO requirements during the website redesign are implemented- Helping with online marketing activities | *contract* |
| ***Microsoft Global*** | *SEO Technical Writer* | *Apr.09 – Jul.09* | - Translate existing and upcoming professional documentation, knowledge, best practices and guidelines of SEO into proper online documentation, training, guidelines for Editors, developers, engineers.- Building an SEO guidance website using Sharepoint Content Management System | *contract* |
| ***Vodafone UK*** | *eCommerce Journey Manager* | *Jul.08 – Oct.08* | - Develop Customer Journeys that are aligned to the site strategy- Ensure Customer Journeys are driving towards the Acquisition and Retention targets as set by OBU Marketing | *contract* |
| ***Pegasus Airlines (Redmint PR)*** | *Online Marketing Consultant* | *Apr.08 – Jul.08* | Online media planning and implementation for Pegasus Airlines; display advertising, web analysis and reporting, usability research, affiliate marketing (Zanox) | *contract* |
| ***House of Fraser*** | *Ecommerce Acquisition Manager* | *Jul.07 – Apr.08* | - Creating & Managing online marketing strategy- Selecting & Managing PPC Agency- Launching & managing the SEO activity in-house - - -- Launching & managing affiliate marketing (Linkshare)- Coordinating the web analytics build and implementation (Coremetrics) | *permanent* |
| ***Lycos Europe*** | *eMarketing Manager* | *Mar.07-Jul.07* | - Managing Pay Per Click and SEO agencies; reviewing their performance by making ROI analysis- Managing online promotion projects in 6 countries (UK, FRE, NL, ES, IT, DE) by creating unique landing page and banners for each promotion in collaboration with designers, product management and PR teams.- Traffic Analysis with Nedstat | *contract* |
| ***MIVA New Media Agency*** | *Web Strategy & Traffic Manager* | Apr.06– Mar.07 | - Increasing traffic to several websites using AdWords, MSN AdCenter, YSM, Miva and generating revenue and ROI on these websites. Increased traffic more than 500% and ROI for more than 100% in many websites.- Optimising PPC campaigns and keyword suggestion- Coordinating with the Sales Team to ensure the stability in advertiser biddings- Directing the web design strategy for higher conversions | *permanent* |
| ***Google Europe*** | *Online Sales and Operations Coordinator* | Apr.05 – March.06 | - Review of websites in line with the Google quality rules- AdWords and AdSense ROI Optimization- Customer service for Google’s affiliate website publishers | *permanent* |

**Other Work Experience**

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| ***Employer*** | ***Title*** | ***Dates*** | ***Job Description*** | ***Type*** |
| ***European Commission, DG Taxation & Customs Union*** | *Traine* | Mar.04 – Aug.04 | - Coordinating high level governmental activities between the EU and candidate countries- Analyzing  draft VAT legislations for the 10 new member states, reporting on the level of their harmonization with EU legislation- Coordinating the activities of the Fiscal Blueprints Group in regards to the  modernization of accession country tax administration | *Contract* |
| ***Turkish Prime Ministry*** | *EU Communications Coordinator* | 2000 - 2003 | - Managing the EU and WCO bureaucratic and legislative harmonization process- Coordinating international co-operation projects especially within Eastern Europe and the Middle East- Organisation of national and international meetings, conferences and workshops | *Permanent* |
| ***Ernst & Young*** | *Tax Auditing Assistant* | Sept.98 - Jun.99 | - Responding to client queries regarding legislation and financial procedures- Preparing presentations and analytical assessment reports for client use- Auditing financial situation of client companies in relation to the Tax Code. | *Contract* |

**Achievements**

-          British Council Chevening Scholarship Award in 2003

-          European Commission Jean Monnet Scholarship Award in 2003

-          University of Bilkent’s Academic Honor Roll (1996-1998)

-          228th rank out of over 1 million candidates at University Entrance Exam 93