

CONTACT

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- Istanbul, Türkiye

MARKETING

Google Ads · Meta Ads · SEO · CRM · Email marketing · Media planning

E-COMMERCE

Marketplaces · Product & category · Pricing · Profitability · Digital transformation

DATA & TECH

Reporting · Data analysis · Excel · AI agents · HTML & CSS · Swift

SIDE PROJECTS

5 iOS Apps in 5 Days
Timer, tic-tac-toe, calculator and more in Swift

atalaycavusoglu.com
Personal site, hand-built in HTML/CSS/JS

Atalay Çavuşoğlu

Digital Transformation & E-Commerce Assistant Specialist

I combine marketing, commerce, data and technology to help brands grow online. At MirStore I work on a newly built e-commerce operation across product and marketplace management, Google & Meta Ads, SEO, CRM and performance reporting, and I support the digital transformation of group company Özdemir Makine. A computer programming background lets me speak the same language as technical teams.

EXPERIENCE

Digital Transformation & E-Commerce Assistant Specialist
Aug 2026 – Present

MirStore · Istanbul

- Helping set up a new e-commerce operation in an ecosystem spanning e-commerce, international logistics, customs, warehousing and fulfillment
- Product, category and marketplace management; pricing and profitability analysis
- Google Ads and Meta Ads campaigns, SEO, CRM and email marketing
- Digital marketing, reporting and on-site support at the Eurasia Packaging Fair for Özdemir Makine (printing & packaging machinery)

Digital Marketing Intern
Jan – Apr 2026

Prime Care Ads

- Campaign setup and optimization across Google Ads, Meta Ads and native platforms
- Media planning, budget tracking and weekly/monthly performance reports

Trainee · YetGen 3.0
Apr – Jun 2018

Yetkin Gençler · MZV & MEF University

- Career planning, entrepreneurship, business planning, Excel modeling and intro to Python; final project pitched to a jury

EDUCATION

2023 – 2027
Management Information Systems
Anadolu University · B.Sc.

2021 – 2023
Computer Programming
Sakarya University · Associate degree

CERTIFICATES

2026
AI Agents Bootcamp
IBM SkillsBuild

2023
Blockchain Fundamentals
YetGen & Paribu Hub

2022
iOS Programming with Swift
BTK Akademi

2018
MZV-MEF YetGen
Yetkin Gençler