

	<p style="text-align: center;">Basri Efe ERYİĞİT</p> <p>Address: Sancaktepe, İstanbul/TURKEY Mobile: +90 533 135 20 51</p> <p>E-mail: efe.eryigit@ozu.edu.tr</p> <p>Linkedin: linkedin.com/in/basri-efe-eryigit-776362228</p> <p>Website: www.efeeryigit.com</p>
EDUCATION	<p>ÖZYEĞİN UNIVERSITY - Istanbul, TURKEY (2021 - Present)</p> <p>Faculty of Business</p> <p>Department of Management Information System</p> <p>Year: 4th</p> <p>Honors: 50% Performance Scholarship</p> <p>TED KONYA HIGH SCHOOL - Konya, TURKEY (2018 - 2021)</p> <p>KONYA SOCIAL SCIENCES HIGH SCHOOL - Konya, TURKEY (2016- 2018)</p>
EXPERIENCE	<p>EVYAP SABUN A.Ş.- Istanbul, TURKEY (02/2025 - Present)</p> <p>Position: Digital Marketing Intern</p> <ul style="list-style-type: none"> Supporting the planning and implementation of digital marketing campaigns. Contribute to data analysis and reporting processes. Conducting research on SEO, SEM and performance marketing. Assisting in the optimization processes of digital advertising campaigns. Managing and monitoring content on social media platforms. Conducting market and competitor analysis. <p>Viralight App - Istanbul, TURKEY (02/2025 - 04/2025)</p> <p>Position: Co-Founder</p> <ul style="list-style-type: none"> Launched AI-powered influencer management app, optimizing content performance. Managed paid campaigns on App Store and social media platforms. Conducted App Store Optimization (ASO) to boost visibility and downloads. Collaborated with developers to enhance user experience and performance. <p>Fridge Buddy App – Istanbul, TURKEY (01/2025 – 02/2025)</p> <p>Position: Co-Founder</p> <ul style="list-style-type: none"> Developed AI-powered food tracking app with photo recognition and expiry alerts. Applied ASO strategies to increase organic downloads and user acquisition. Collaborated with developers to improve app functionality and user interface. <p>OZYEGIN BUSINESS CLUB - Istanbul, TURKEY (06/2024 -06/2025)</p> <p>Position: President</p> <ul style="list-style-type: none"> Organize career events with 3000 members. Corporate conversations with companies and company research that meets the criteria. Lead a team of 100 people from six different departments. Provide comprehensive information to students about corporate life. <p>ZARASTRO ART - Istanbul, TURKEY (08/2023 - 10/2023)</p> <p>Position: Volunteer Intern, Marketing, Sales</p> <ul style="list-style-type: none"> Gained knowledge in advertisement, startups, SEM, SEO. Acquired skills in Contemporary Art networking and organizing. Optimized website, boosted speed, sales, and advertisement. <p>ASYALOGIC- Istanbul, TURKEY (11/2022 - 12/2022)</p> <p>Position: Part-Time Data Entry Operator</p> <ul style="list-style-type: none"> Collected data on sports competitions and entered it into the system. Collected data instantly and transmitted it to the necessary institutions. <p>DOGER KIMYA TARIM LTD. STI. - Konya, TURKEY (06/2022 - 07/2022)</p> <p>Position: Volunteer Intern</p> <ul style="list-style-type: none"> Obtained the necessary information to export. Learned about write checks and promissory notes.

SKILLS & CERTIFICATES	COMPUTER SKILLS <ul style="list-style-type: none"> ◆ MS Office (Word, Excel, Power Point) ◆ Beginner level Python ◆ Intermediate level Java ◆ Intermediate level SQL ◆ Beginner level HTML CERTIFICATES <ul style="list-style-type: none"> ◆ Startcamp Entrepreneurship Camp ◆ TalentCoder Tech Camp ◆ Fundamentals of digital marketing – Google ◆ Apple Search Ads Certification 	LANGUAGE SKILLS <ul style="list-style-type: none"> ◆ Written and oral fluency in English ◆ Beginner level in German ◆ Beginner level in Spanish
EXTRACURRICULAR ACTIVITIES	<ul style="list-style-type: none"> ◆ President, OzU Business Club (2024 – 2025) ◆ Board Member; Head of External Communications, OzU Business Club (2023 – 2024) ◆ Social Responsibility Project, Beyond the Adventure (2024 May – 2024 May) ◆ Active Member, OzU Outdoor Club (2022 – Present) ◆ Active Event Team Member, Radio OzU(2022 – Present) ◆ Broadcaster at Radio OzU (2022 – Present) ◆ Bachata Dancer, OzU Dance Club (2022 – Present) ◆ Active Member, OzU Business Club (2022 – 2023) 	
PERSONAL INFORMATION	Birth Date: 03/09/2002 Driver’s License: B Class	