

Ömer Tataroğlu

Performance Marketing & AI Automation Specialist

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Summary

I work on the performance marketing and automation side. I build and run Meta Ads campaigns, set up the tracking infrastructure myself, and handle Google Business Profile and SEO for local businesses. Alongside that I run my own Etsy store, automating everything repetitive from production to listing with n8n, custom GPTs and Photoshop scripts. I am looking for a full-time role where I can bring what I learned building and running my own business into a team.

Work Experience

Digital Marketing Specialist

Dec 2025 - Present

Ziya Teknik | Mersin, Turkey (on site)

- Rebuilt the site from scratch off Wix onto Astro with Claude Code, aiming for local search visibility
- Wrote nine services and an 83-question FAQ around customer search intent, marked up with structured data
- Grew Google Business Profile interactions above the previous year for five straight months (963)
- Ran Meta Ads campaigns: 1,158 messaging conversations at TRY 10.47 each on a TRY 12,129 budget

Founder - Printable Wall Art Store

Feb 2026 - Present

Etsy | Remote

- Run product selection, pricing, keyword research and storefront operations end to end
- Built two custom GPTs: one writes Midjourney prompts in the store's themes, one prepares listing SEO
- A Photoshop script builds mockups and listing images in 45 seconds instead of 3 minutes
- A 41-node n8n workflow pushes images and SEO data into Etsy as drafts, cutting listing prep to 2 minutes

Meta Ads Specialist

Aug 2025 - Dec 2025

Sınırsız Müşteri | Remote

- Built campaigns and ad sets across client accounts and tested creative variations
- Monitored daily performance and adjusted budget and targeting; resolved policy-driven ad rejections

Content and Social Media Specialist

May 2024 - May 2025

Ronwell Digital | Izmir, Turkey (on site)

- Built a search-led content plan, wrote SEO-optimised weekly blog posts and ran the social channels

Logistics Operations Assistant

Jun 2023 - Sep 2023

Eren | Mersin, Turkey (on site)

- Ran daily transportation and export scheduling; cut costs by tracking pre-planned payments

Amazon Seller (Dropshipping)

Oct 2020 - Sep 2021

Amazon CA | Mersin, Turkey (remote)

- Picked low-competition, high-margin products with Helium 10 and made 100+ sales in six months without ads

Education

Dokuz Eylül University - American Culture and Literature

2018 - 2023

Skills

- **Advertising & Creative:** Meta Ads, Business Manager, creative testing, A/B testing, Canva, CapCut
- **Measurement:** GA4, Google Tag Manager, Meta Pixel, Conversions API, Umami, Consent Mode v2
- **SEO:** Search Console, Google Business Profile, local SEO, technical SEO, JSON-LD schema, search intent
- **AI, Automation & Web:** n8n, Claude Code, custom GPTs, Midjourney, Photoshop scripting, Astro, Netlify, Git, Wix
- **E-commerce:** Etsy, Amazon Seller Central, Helium 10, Shopify, Klaviyo, product research, pricing
- **Languages:** Turkish (native), English (fluent)