

Ömer Tataroğlu

Performance Marketing & AI Automation

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Profile

What keeps me in marketing is data: deciding from numbers I measured, not from a guess. I started with Amazon dropshipping at twenty and closed the store when I could not manage the cash flow. What stayed with me is this — a sales figure on its own tells you nothing, you have to be able to read the picture behind it. Most of marketing is operation that repeats; handing that part to a machine leaves the work that needs thinking, testing and reading results. I am looking for a full-time role where performance marketing and automation are used together and the result is measured.

Experience

Digital Marketing Specialist

Dec 2025 - Present

[Ziya Teknik](#) | Mersin, Turkey (on site)

- Set up Meta Pixel, Conversions API and GA4 first, and kept the ad budget closed until the tracking was reliable
- Ran device-level Meta Ads campaigns: 1,158 messaging conversations at TRY 10.47 each on a TRY 12,129 budget
- Grew Google Business Profile interactions above the previous year for five consecutive months (963 interactions) through local SEO, before any paid spend
- Designed the social creatives in-house and shortlisted them through structured testing; took the account from 0 to 170 followers

Founder - Printable Wall Art Store

Feb 2026 - Present

[Etsy](#) | Remote

- Built three automations covering the pipeline from image concept to publish-ready listing
- Cut mockup output from 3 minutes to 45 seconds with a Photoshop script, and listing prep from 15-20 minutes to 2 minutes
- Wrote the rule sets behind two custom GPTs and a 41-node n8n workflow that files finished listings into Etsy as drafts
- Run the product, pricing, keyword research and storefront end to end

Meta Ads Specialist

Aug 2025 - Dec 2025

[Sınırsız Müşteri](#) | Remote

- Built and launched campaigns and ad sets across client ad accounts
- Produced creative variations and queued them into the testing schedule
- Monitored daily performance and adjusted budget and targeting against the results
- Resolved policy-driven ad rejections and account restrictions

Content and Social Media Specialist

May 2024 - May 2025

[Ronwell Digital](#) | Izmir, Turkey (on site)

- Wrote and published weekly blog content for the website
- Planned and scheduled posts across social media platforms
- Researched trending topics to develop engaging content
- Applied SEO strategies to improve search engine visibility

Logistics Assistant Manager

Jun 2023 - Sep 2023

Eren | Mersin, Turkey (on site)

- Managed daily transportation operations and coordinated with drivers
- Maintained organized records using spreadsheets and digital archives, and briefed the export team on shipping schedules
- Monitored and reduced transportation costs through pre-planned payments

Amazon Web Store Owner

Oct 2020 - Sep 2021

Amazon CA | Mersin, Turkey (remote)

- Improved product listings to boost sales performance
- Managed the ad budget and monitored campaign results
- Tracked stock levels and pricing to stay competitive, and produced product images in line with the brand

Education

Dokuz Eylül University / American Culture and Literature

2018 - 2023

Skills

- **Advertising & creative:** Meta Ads, Google Ads, creative testing and A/B setups, campaign optimization, Canva, CapCut
- **Measurement & analytics:** Meta Pixel, Conversions API, GA4, Google Tag Manager, data interpretation for ad performance
- **SEO & local visibility:** Google Business Profile, local SEO, Search Console, on-page and content SEO
- **AI & automation:** n8n workflows, custom GPT rule sets, Photoshop scripting, Midjourney prompt design, Google Sheets automation
- **E-commerce:** Etsy, Amazon, Shopify, Klaviyo, product research, pricing and margin, catalog optimization, supplier management
- **Languages:** Turkish (native), English (fluent)
- **Other:** Microsoft Office, presentation preparation and delivery, remote team coordination, forex and crypto trading