

# Gökhan Ağarer

gokhanagarer@gmail.com  
[+49 172 448 75 81](tel:+491724487581)

Charlottenburg | Berlin | 10589  
[Portfolio](#) [LinkedIn](#) [Github](#)

## SUMMARY

Performance Marketing & Growth Specialist with hands-on experience across the full digital product lifecycle — from analytics infrastructure and acquisition to retention and cross-functional execution. Combines strong technical skills (Python, SQL, BigQuery, Power BI, Looker) with marketing acumen to turn complex data into actionable roadmaps, experiments, and reliable tracking setups (GA4, GTM, server-side tagging). Track record of growing merchant bases 65%+, cutting acquisition costs 30%+, and bridging the gap between marketing and engineering teams.

## SKILLS

- Data & BI:** Power BI, Looker, Excel, SQL, Python, BigQuery, SPSS, LMStudio, AI Engineering, n8n
- Digital Marketing:** Google Ads, DV360, Meta Ads, Criteo, X, RTBHouse, Bing, Yandex, Programmatic
- Web Analytics:** GA4, Search Console, GTM, Server-Side Tracking, Clarity, Ahrefs, SEMrush, Local LLMs, AI Agents
- Design:** Figma — dashboards, ad creative, website content, UI/UX modelling for marketing
- Languages:** English (C2), German (A2), Turkish (Native)
- SEO:** Technical SEO, JavaScript & Screaming Frog Crawling, WordPress, Content Management, Performance Tracking
- Mobile Apps:** Firebase, Android, iOS, Adjust, AppsFlyer
- Statistical analysis:** Regression, Correlation, EFA, CFA, SEM, Sentiment Analysis, RFM(T) Analysis, MMM
- CRM:** Customer Segmentation, Journey Mapping, Churn Prevention & Reactivation — Insider, D-Engage, Segmentify, Braze
- Project Management:** Jira, Asana, Trello, Monday — vendor coordination, agency management, cross-functional alignment

## EMPLOYMENT & EXPERIENCE

### Senior Digital Marketing Specialist - PayTR Elektronik Para ve Ödeme Hizmetleri A.Ş.

Levent, İstanbul

*Driving growth through data, retention, strategy & digital excellence.*

October 2024 - Present

- Grew the active merchant base by over 65% through data-driven Google Ads strategies, reducing acquisition costs by more than 30% and cutting brand-search CPC in half in a highly competitive fintech market.
- Unified product data from multiple databases into Power BI, enabling the Product team to analyse merchant usage patterns and make better-informed roadmap decisions.
- Built a financial profitability model in Power BI with advanced DAX — mapping settlement-float periods between transaction and payout dates across bank and card POS networks to quantify term-deposit yield against operational costs, giving Finance clear visibility into true transaction-level margins.
- Automated reporting workflows connecting 3rd-party APIs, BigQuery, Looker, and Google Sheets, delivering real-time, actionable insights to marketing and leadership teams.
- Led RFM(T) segmentation and retention-cohort strategies, optimising customer lifetime value through targeted campaigns and strategic budget reallocation.
- Managed the WordPress-based website, GTM, API integrations, and tracking frameworks supporting product development and experimentation.
- Coordinated external frontend, SEO, and advertising agencies alongside POS product-listing companies, integrators, and forum partners — managing deliverables in Jira and Asana, negotiating favourable terms, and placing ads on high-affinity partners to maximise audience overlap.
- Acted as the technical bridge between marketing, communications, and engineering teams — resolving cross-functional blockers and providing hands-on support where internal teams lacked technical capacity.
- Developed an end-to-end sentiment analysis pipeline in Python from large-scale social media and forum data. Delivered dynamic dashboards and narrative reports on brand health — a reproducible framework that directly informed strategic decisions. Turned into an app.

### Digital Marketing & Growth Specialist - Sosyopix

Kozyatağı, İstanbul

*Developing and executing result-oriented plans & actions*

August 2023 - Oct 2024

- Launched and optimised ad campaigns across Google, Meta, and Criteo, significantly improving conversion metrics.
- Built and maintained Power BI and Looker dashboards that translated complex e-commerce data into clear, actionable insights for marketing.
- Ran retention-cohort, RFM, and CLTV analyses with Python and SQL, identifying high-value customer segments and refining targeting strategies.
- Owned GTM implementation, streamlined API integrations with SaaS vendors, and coordinated external partner relationships.

## EDUCATION & CERTIFICATIONS

### Veri Analizi Okulu – AI Development Module

October 2025 - Present

Marmara University, in collaboration with METU, Boğaziçi University, and Istanbul Technical University

### Marmara University

Göztepe, İstanbul

*Master of Science in International Marketing & Business Development*

August 2022 - June 2025

### Istanbul University

Laleli, İstanbul

*Bachelor of Arts in English Literature & Language*

September 2013 - June 2019