IBRAHIM ONUR SEVIN

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WEBSITES, PORTFOLIOS, PROFILES

- onurdigi.com

LANGUAGES

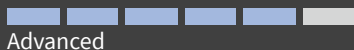Turkish: C2
Proficient

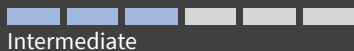English: C1
Advanced

German: B1
Intermediate

EDUCATION

North American Studies
Freie University of Berlin, Berlin, Germany
Expected in September 2026

BA, American Culture and Literature
Istanbul University, Istanbul, Turkey
June 2018

PROFESSIONAL SUMMARY

PPC Specialist with hands-on experience managing **B2B and B2C paid media campaigns** across **Google Ads, LinkedIn Ads, Meta, TikTok, and Apple Search Ads**. Proven track record in **driving lead generation, pipeline growth, and ROAS improvement** through data-driven optimization, audience targeting, and structured experimentation across global markets.
Visa Status: Valid German Work Permit (No Sponsorship Required)

WORK HISTORY

August 2025 - Current
Customlytics - Paid Media Specialist , Berlin, Germany

- Managed multi-client **mobile user acquisition campaigns** across **Meta Ads, TikTok Ads, Apple Search Ads, and Google Ads** for iOS and Android apps.
- Own end-to-end campaign execution including **strategy, budget allocation, creative testing, and performance optimization**.
- Managed and optimized paid media budgets of up to **€400k/month** across multiple channels.
- Optimize **CPI, ROAS (D7/D30), install rates, and engagement metrics** through data-driven decision-making.
- Work with **attribution and analytics tools (AppsFlyer, Adjust, Firebase)** to validate events and guide optimization.
- Conduct continuous **A/B testing** on creatives, audiences, and placements across multiple markets.

January 2024 - April 2025
Commercetools - Paid Ads Manager - Full Time, Berlin, Germany

- Managed **B2B SaaS paid media campaigns** across **Google Ads, LinkedIn Ads, and Microsoft Ads**, focusing on lead generation and pipeline growth.
- Managed and optimized paid media budgets of up to **€100k/month** across multiple channels.
- Owned full-funnel campaign strategy including **targeting, bidding, budget optimization, and conversion tracking**.
- Reduced **Cost per Lead (CPL) by 27–61%** through structured testing and performance optimization.
- Increased **ICP-qualified contacts by up to 27.6% YoY** across key regions.
- Supported **Account-Based Marketing (ABM)** initiatives by targeting decision-makers and high-value accounts.
- Improved performance through **localization of German and French assets**, driving higher conversion rates.
- Collaborated closely with **Sales and Product teams** to align messaging and value propositions.
- Delivered regular **performance reports and strategic recommendations** to internal stakeholders.

October 2022 - December 2023

Commercetools - Performance Marketing, Paid Ads - Working Student, Berlin, Germany

- Supported execution and optimization of **paid search and paid social campaigns** for B2B lead generation.
- Conducted **keyword research, search term analysis, and audience segmentation** to improve targeting efficiency.
- Assisted with **A/B testing** on ad creatives and landing pages to improve conversion rates.

October 2019 - February 2021
- - Early Digital Marketing Experience

- Gained hands-on experience in **digital marketing fundamentals**, analytics, and performance measurement through content-driven and marketing-focused roles.
- Worked with **data analysis, audience research, and performance reporting**, building a strong analytical foundation later applied to PPC and paid media roles.
- Developed a solid understanding of **user behavior, experimentation, and optimization**, supporting the transition into performance marketing and paid acquisition.

CERTIFICATIONS

- Advertising with Meta (Facebook & Instagram Ads)
- TikTok Ads Certification (TikTok Ads Manager)
- Google Ads Display Certification
- LinkedIn Marketing Certification
- PPC Automation – SEMrush
- HubSpot Reporting Certification
- Prompt Engineering Specialization Course

SKILLS

Paid Media & UA	Google Ads (Search, Display, App), Meta Ads, LinkedIn Ads, TikTok Ads, Apple Search Ads , Paid Media Strategy, Budget Management (€400k+/mo) , A/B Testing & Creative Optimization.
Analytics & Attribution	Google Analytics (GA4) , AppsFlyer, Adjust, Firebase , HubSpot Reporting , Conversion & Funnel Analysis.
SEO & Market Data	Semrush, Ahrefs, Google Search Console (Performance Analysis) , Keyword Research & Audience Segmentation.
Technical & Dev	Basic SQL , HTML & CSS (Basic) , Prompt Engineering for AI , CRM Management (HubSpot).

HOBBIES AND INTERESTS

- Hiking & outdoor activities
- Cinematography & photography
- Cooking (Mediterranean cuisine)
- Technology & AI trends