

YİĞİT EMİN GEZER

DIGITAL OPERATIONS &
MARKETING MANAGER

CONTACT INFORMATION



+90 508 889 01 86



yigitemingezer@gmail.com



LinkedIn: Yiğit Emin Gezer

PROFESSIONAL PROFILE

Computer Engineering student and digital operations professional with experience in website management, digital advertising, SEO, analytics and performance optimisation in international healthcare.

Since 2022, manages Medicina Turkey 's digital presence and works to continuously improve the online journey of international patients. Combines analytical thinking, technical problem-solving and marketing coordination.

CORE COMPETENCIES

- Digital operations management
- Website administration and CMS
- Digital advertising and performance marketing
- SEO and search visibility
- Web analytics and performance reporting
- Keyword research and content optimisation
- Conversion rate optimisation
- Online patient journey and user experience
- Multilingual web content coordination
- Campaign planning and optimisation
- Technical troubleshooting and coordination
- Data-driven decision-making



EDUCATION

Biruni University

Computer Engineering

2024 – 2028 (expected graduation)

PROFESSIONAL EXPERIENCE

Medicina Turkey | Istanbul | Present

Digital Operations & Marketing Manage

- Oversees website operations, page updates, content publishing and technical coordination
- Plans, monitors and optimises digital advertising campaigns for international patient services
- Improves organic visibility through keyword research, on-page
- SEO, content structure and search performance monitoring
- Analyses website traffic, campaign metrics and user behaviour to generate actionable insights
- Optimises conversion paths, enquiry forms and the online patient journey
- Coordinates multilingual healthcare content across the website and digital channels
- Identifies website issues and coordinates solutions with developers and service providers
- Prepares performance reports and recommendations for continuous improvement

ADDITIONAL ACHIEVEMENT

- FIDE Candidate Master (CM)

LANGUAGES

- Turkish: Native
- English: Professional working proficiency