

Ceren Unal

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SUMMARY

4+ years of experience in performance marketing. Proficient in Google Analytics, R, Tableau for quantitative data analysis and campaign optimization. Demonstrated ability to lead analytical projects and drive CPA reduction.

PROFESSIONAL EXPERIENCE

Rocket Lawyer, Performance Marketing Associate

California, June 2025 - Present

- Managed budget allocation and campaign pacing across Google & Microsoft Ads, utilizing Excel to identify high-growth opportunities and optimize media effectiveness.
- Reduced CPA by 13% to meet monthly targets through an account-wide initiative involving statistical modeling and KPI tracking over a 4-week period.
- Owned reporting via Tableau and Google Sheets, transforming raw datasets into measurement plans and strategic recommendations for senior leadership.

Cal Poly Pomona, Marketing Specialist

California, September 2024 - March 2025

- Utilized social media (Hubspot, Meta, LinkedIn, X) and email marketing (Mailchimp) to boost student enrollment in certification programs by focusing on segmentation and tailored content. Increased followers by 50%.
- Performed competitor analysis on competitor websites within the industry to identify trends, opportunities and competitive insights.

Novakid Inc, Performance Marketing Specialist

Turkiye, October 2022 - September 2024

- Orchestrated multi-lingual digital media campaigns across the Middle East and Eastern Europe, utilizing data management techniques to generate 2,000+ high-quality leads per region monthly.
- Developed and validated measurement plans by building hypotheses from customer location data; executed Google Ads experiments that resulted in a 14% YoY conversion rate increase.
- Drove a 64% YoY decrease in CPA during peak seasonal periods by analyzing media metrics and collaborating with cross-functional teams to align media strategy with market research and customer feedback.

AdXclusive, Digital Marketing Specialist

Turkiye, August 2021 - November 2022

- Directed the paid media strategy and budget allocation for high-growth lead generation clients, ensuring media execution directly aligned with overarching business objectives.
- Implemented web & app analytics systems and visualized insights via Looker Studio to automate KPI tracking.
- Delivered a 52% CPA reduction and 26% acquisition boost for a fintech app through rigorous quantitative data analysis and measurement planning. Published a TikTok case study.

EDUCATION

Cal Poly Pomona

Master of Science, Digital Marketing

Pomona, California

August 2024 - August 2026

- Projects: Digital marketing consultancy for Trauma Resource Institute

Bogazici University

Bachelor of Arts, English Language and Literature

Turkiye

August 2017 - August 2022

SKILLS

Technical: Adjust, Excel, Google Analytics, Google Tag Manager, Hubspot, Keyword Planner, Looker Studio, Mailchimp, Paid Search (Google Ads, Bing, Yandex), Paid Social (Meta, LinkedIn & Tiktok Ads), R programming, SEMRush, Tableau

Certifications: Adjust Solutions Partner Program - Advanced, Adform Programmatic Specialist, Criteo Advertising Professional, Google Analytics, Google Ads, Hubspot Marketing Hub

AWARDS

MS in Digital Marketing Program Recruitment Scholarship, Cal Poly Pomona, August 2024