

HAKTAN YİĞİT SAYIN

Digital Marketing Intern Candidate

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PROFILE

Digital marketing intern candidate combining Acunmedya Akademi training with hands-on web and measurement projects. Implemented consent-based Meta Pixel, Conversions API and GA4 tracking on a personal website, with event verification in Meta and GA4. Brings team leadership experience managing approximately 10 employees; seeking an internship to develop practical campaign experience.

SKILLS

Applied: Meta Pixel, Conversions API, GA4 event tracking, event deduplication, consent-based tracking; Next.js, TypeScript, Sanity, GitHub and Vercel.

Training: Meta Ads Manager, audience targeting, customer personas, marketing funnels and campaign planning. **Additional:** WordPress, Canva, Microsoft Office and Excel (intermediate).

SELECTED PROJECTS

HYS Digital | Website & Conversion Measurement - View project

- Built and maintain a Next.js website with Sanity-managed content and a server-side contact form.
- Implemented consent-based Meta Pixel and CAPI Lead tracking; verified browser/server deduplication using a shared event_id in Meta Test Events.
- Configured GA4 page_view, contact_click and generate_lead events; verified successful form submission tracking in Realtime reports.

FitRota | iOS Application - In development - View project

- Developing nutrition, water and activity tracking with SwiftUI, SwiftData, food data sources and portion calculations; designed the original app icon. Not yet published.

Veterinary Clinic Projects | Web & iOS - In development

- Developing an anonymous clinic web project with Next.js and Sanity, plus an iOS tracking app with SwiftUI, SwiftData, health records and care reminders.

EDUCATION & TRAINING

Doğuş University | Web Design and Coding

Sep 2026 - Present

First-year student.

Acunmedya Akademi | AI-Powered Digital Marketing and Advertising

Jul 2026 - Nov 2026

Ongoing program; expected completion November 2026. Covers campaign planning, Google Ads, Meta Ads, analytics, content and AI-supported workflows.

MEF University | Law

2017 - 2023

Previous university studies; degree not completed.

PROFESSIONAL EXPERIENCE

Brumera | Bar Supervisor

May 2026 - Sep 2026

- Supported daily operations, service quality, team coordination and customer problem solving.

The Marcus Coffee | Shift Manager

Feb 2025 - Jul 2025

- Managed approximately 10 employees; coordinated shifts, inventory, cash operations, staff training and customer issues.

Voi Coffee | Barista / Shift Manager

2023 - 2025

- Progressed into shift-management responsibilities, supporting team coordination, stock control and customer experience.

PREVIOUS CERTIFICATIONS & LANGUAGES

Google Ads: Previously completed Search, Display, Video and Ads Creative certifications; not currently renewed.

Languages: Turkish (native) | English (B2 / upper-intermediate)