

# Cem Özyurt

Electrical & Electronics Engineer

Digital Marketing & Social Media Specialist



✉ cem.ozyurt@windowslive.com

☎ +90 (538) 320 00 15

🌐 cemozyurt.com

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## Career Objective

With my education and competencies, I aim to contribute to the goals of the organizations I work with by leveraging both my technical knowledge and my marketing expertise. As an Electrical & Electronics Engineer, my focus is on energy and technology projects, ensuring efficiency, sustainability, and innovation. In parallel, I have developed strong skills in digital marketing — including SEO, Google/Facebook/Instagram advertising, and target-audience-oriented campaigns which I apply to increase customer acquisition, strengthen brand awareness, and enhance market visibility. My long-term goals include taking on senior leadership roles, realizing innovative projects that integrate engineering and marketing, and building international collaborations.

## Education

- **Sakarya University** 09/2013 – 01/2021  
*B.Sc. in Electrical & Electronics Engineering*  
Graduation Project: *Design of Renewable Energy Based Smart Grid Model*
- **Üsküdar Çağrıbey Anatolian High School** 09/2007 – 06/2011  
*Math-Science Program*

## Experience

- **Durko Çevre Enerji Tekniği A.Ş.** 01/2022 – Present  
*Sales Engineer*
  - Managing sales operations and customer relations in the energy and environmental technologies sector.
  - Preparing technical-commercial proposals, conducting negotiations, and ensuring client satisfaction.
  - Coordinating with technical teams to provide tailored solutions and after-sales support.
- **Tuana Mühendislik** 11/2020 – 01/2022  
*Sales & Purchasing & Digital Marketing Specialist*
  - Oversaw purchasing operations, supplier negotiations, and vendor management to optimize costs.
  - Designed and executed digital marketing campaigns (Google Ads, Facebook, Instagram).
  - Conducted SEO strategies and audience-targeted advertising to increase customer acquisition.
  - Supported logistics, equipment installation, and technical maintenance processes.
- **İzdemir Enerji Elektrik Üretim A.Ş.** 07/2017 – 08/2017  
*Intern Engineer*
  - Maintenance and repair works at the main control center and gas insulated switchyards in a thermal power plant.

- **Park Termik Elektrik Sanayi A.Ş.** 08/2015 – 09/2015  
*Intern Engineer*
  - Maintenance, transformer cleaning, and winding works in a thermal power plant.
- **Setcard** 07/2012 – 08/2012  
*POS Device Technician*
  - Updated and upgraded POS devices by visiting customer stores across Istanbul.

## Projects

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- **Energy Transmission Problem Solver (LabVIEW)**

Developed a LabVIEW interface that solves defined problems in energy transmission lines using only input parameters. This project enhanced problem-solving efficiency by automating calculations and reducing human error in energy system analysis.
- **6-Bus Power System Modeling (PowerWorld Simulator)**

Modeled and optimized a 6-bus power system, including short-circuit analysis, load flow, voltage drop, and system improvements. Provided insights into system behavior under various operating conditions, contributing to better grid stability and reliability.

## Technical Skills

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- **Programming:** C# (Intermediate)
- **Engineering Software:** NI LabVIEW, PowerWorld Simulator, NI Multisim, Proteus ISIS/Ares, DIALux, Keil uVision
- **Design Tools:** AutoCAD, SolidWorks (basic)
- **Office Productivity:** Microsoft Word, Excel, PowerPoint, Outlook
- **Graphics/Video Editing:** Adobe Photoshop, Lightroom, Premiere Pro, Sony Vegas Pro, Camtasia
- **ERP/CRM Platforms:** Zirve, Logo CRM/Tiger
- **Digital Marketing:** SEO, Google Ads, Facebook Business Manager, Instagram Ads

## Certifications

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- Google Fundamentals of Digital Marketing – BTK Akademi (2021)
- Search Engine Optimization (SEO) – BTK Akademi (2021)
- C# Training (2020)
- German Language A1-A2 – Istanbul Business Institute (2020)

## Languages

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- English – B1
- German – A1

## Awards

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- YouTube 100,000 Subscriber Award – Sulugöz (2019)
- Marmara Folk Dance Championship – Turkish Folk Dance Federation (2007)
- Üsküdar Folk Dance Championship – Turkish Folk Dance Federation (2006)
- Middle School Honor Degree – Lütfi Erçin Middle School (2007)

# Hobbies

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- **Music & Creativity:** Playing and producing music as a creative outlet; following global trends in digital music production.
- **Sports & Well-being:** Engaging in sports and fitness to build resilience and teamwork.
- **Culture & Arts:** Participating in concerts, festivals, and cultural events for continuous personal growth.
- **Digital Media:** Creating content and exploring social media dynamics as both passion and professional interest.

# References

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- Available upon request.