



ERTAN EMIN CHASAN

SEO Specialist | Digital Marketeer

Professional Summary

Passionate SEO Specialist and Digital Marketer with a proven ability to optimize online visibility. Adept in keyword research, analytics, and crafting performance-driven strategies. Skilled in organizing complex data into actionable insights using Sheets and delivering impactful content. Committed to continuous learning and disciplined in methodology and workflow.

+30 694 764 9240

eminche99@gmail.com

Kimmeria, Xanthi, Greece, 67 150

PROFESSIONAL EXPERIENCE

Intern, Marketer

Elxii Design Studio | August 2022 – March 2023

- Managed Meta Ads and Social Media strategies, boosting engagement and visibility.
- Conducted on-page SEO for client websites, enhancing search rankings and usability.
- Produced compelling copy in Greek and English for blogs, social media, and web content.
- Utilized tools like Google Analytics and Search Console to monitor and optimize performance.
- Successfully ran Facebook ad campaigns with an average ROAS increase of 1.7x across six accounts.
- Provided text and copywriting support for graphic design projects.

Digital Marketer

Elxii Design Studio | 2023 – 2025 (External partner)

- Managed Meta Ads and Social Media strategies, boosting engagement and visibility.

LANGUAGES

Greek: Native English: Proficient
Turkish: Fluent Slavic: Basic

SEO PROFICIENCY BREAKDOWN

- On-page SEO: 60% (Advanced optimization of website content and structure)
- Off-page SEO: 25% (Basic knowledge of link building and outreach practices)
- Technical SEO: 15% (XML sitemaps, rich snippets, and schema integration)

EDUCATION

Business Administration

DIEK (Public Vocational Training Institutes) | Athens, Greece | 2-Year Program

Logistics Manager

IIEK (Private Vocational Training Institutes) | Athens, Greece | 2-Year Program

INTERESTS

- Music Composition and Lyrics Writing
- Football and Gym Workouts
- Exploring trends in digital marketing & analytics

CERTIFICATIONS

- Google Analytics (Google's Free Courses)
- SEO Fundamentals (Moz Free Course)
- Certifications in Progress: Advanced SEO, Analytics Mastery
- Online Certifications in AI, Semrush, and Google Products (Udemy)

SKILLS & COMPETENCIES

Technical Skills

- SEO Expertise: On-page SEO (Advanced), Off-page SEO (Basic), Sitemap Creation (Google & Bing, XML), Rich Snippets
- Content Creation: Blog Writing (Greek & English), Social Media Captions & Hashtags, Copywriting
- Analytics & Tools: Google Analytics (Customized Tables), Google Tag Manager, Google Search Console, Semrush, Ahrefs, Moz.com
- CMS & Platforms: WordPress (Yoast SEO, AIO SEO), HubSpot, Canva
- Ad Campaigns: Facebook Ads Manager, Meta Ads Manager

Soft Skills

- Adaptability and Communication
- Strong Organizational Skills and Time Management
- Team Collaboration
- Analytical Thinking

ACHIEVEMENTS

- Authored blog articles on architecture and furniture that gained significant local traction and engagement.
- Developed high-performing SEO strategies, resulting in improved client metrics and increased time-on-page.