

# FURKAN KARABACAK

## DIGITAL BANKING | WEB SITE MANAGEMENT

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### Professional summary

Results-driven Digital Banking professional with expertise in **SEO, SEM, Google Analytics 4 (GA4), Tag Manager, and digital customer journey optimization**. Experienced in improving web performance, conversion optimization, and AI-driven search strategies (GEO). Skilled in project coordination, data analysis, and cross-functional collaboration within banking and financial services.

### Skills

SEO & SEM

Google Tag Manager

AI Search (GEO)

Data Analysis

UAT Testing

Keyword research

Google Analytics 4 (GA4)

Digital Journey Optimization

Conversion Optimization

Cross-functional Collaboration

Digital Marketing

### Work history

**Digital Marketing Specialist**, 11/2022 to Current

**Türkiye İş Bankası** – Istanbul

- Responsible for web performance, conversion optimization, and SEO strategy.
- Implemented AI-driven search optimization (GEO) and structured data strategies.
- Coordinated cross-functional teams for service integration and UAT testing.
- Worked with digital customer journey tools: Dataroid, SMPL, Pisano, Efilli.
- Boosted website traffic with targeted SEO tactics, keyword research, and content optimization.
- Optimized campaigns through A/B testing to increase online sales.

**Customer Representative**, 01/2022 to 11/2022

**Garanti BBVA** – Istanbul

- Provided frontline banking services and supported customers in product selection.
- Promoted credit cards and banking services by identifying client needs.
- Received customer satisfaction award in Q3 2022.

## **LANGUAGES**

Turkish

English

## **Education**

**Bachelor of Science** : Management Information Systems, 08/2025  
**Istanbul University (AUZEF)**

**Bachelor of Science**: International Trade and Business, 01/2019  
**Zonguldak Bülent Ecevit University**

## **References**

Erdem, Elmacı, Web Site Management Team Product Owner, +90 505 665 42 31