

# KENAN EROL

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## PROFESSIONAL EXPERIENCE

### SUMMARY OF EXPERTISE AREAS

- SENIOR SEO & SEM SPECIALIST (MORE DETAILS ON WEBSITE AND CURRENTLY ON PRESENT WORKPLACE)
- SENIOR WEBSITE DEVELOPMENT & DESIGN (WORDPRESS/E-COMMERCE/OPENCART)
- ABILITY AND EXPERIENCE ON EXECUTING TESTS, COLLECTING AND ANALYZING DATA FOR INDUSTRY AND CLIENT NEEDS
- EXCELLENT PROBLEM-SOLVING SKILLS AND CREATIVITY WITH THE ABILITY TO DIG EXTENSIVELY INTO METRICS AND ANALYTICS
- EFFECTIVE TIME MANAGEMENT AND VISUALLY REPORTING VIA 3RD PARTY ONLINE SYSTEMS
- SENIOR STRATEGIC & PROJECT PLANNING/TECHNICAL LEADERSHIP
- SENIOR MICROSOFT EXCEL KNOWLEDGE (CAN WRITE-EDIT SCRIPTS, BUILD MACROS, CREATE EDIT VISUAL BASIC CODES)
- ADOBE MASTER COLLECTION PRODUCTS KNOWLEDGE AND EXPERIENCE (MAJOR PHOTOS, VIDEOS, AND ANIMATIONS PRODUCTS)
- UNIQUE WAY OF CREATING PAGES AND SYSTEMS VIA MY VERY OWN INVENTED SYSTEM THAT I NAMED AS MONSTER
- IPHONE, IPAD, CELL PHONE, COMPUTER, PRINTER, ALARM, CCTV CAMERA INSTALLATION & REPAIRS (EXCEPT MICRO SOLDERING)

### DR PHONE FIX

FORT LAUDERDALE, FL

Web Developer & Marketing Strategist

April 2016 – July 2018

- Created 50 **WordPress platform websites** on a Dedicated Server on a remote Maria SQL database server. Managed and designed total of 750K online pages with full of SEO structure and features on “my very own Created and Invented Excel base platform software” that I name it as MonsteR. That is such a very deep and way more detailed information but I can clearly say %100 real understanding and management on Online Marketing, Sales, Management and Team Build since I had my 4 different team members to help me that I helped to coordinate their daily tasks with Asana and HipChat applications help.
- Senior **Responsive Web Site design and backend coding** for multiple resolutions of screens such as “laptop, full HD and mobile screen resolutions” with real-time tests and perfection. Clean, trendy, fast design to improve call to action and serve a smooth browsing experience.
- **Senior Google Analytics** setup and management with Conversion and Custom Report setups on “buttons, landing pages, etc.” any type of platform. Experience to read and analyze Analytics Results and knowledge to be able to prepare projects to fix or improve websites and achieve the goals.
- **Senior Google Web Master** setup and management such as; tracking Toxic Back Links and Disavow them or any other basic and needed Indexing control, such as; Google Bot (spiders) Frequency setup (*I'm writing into details to be able to show how deep understanding I have*)
- **Senior Google AdWords** setup and management with A/B test setup, Script setup, Conversions setup, at least 8 Quality Score on Ads and experienced Budget Management with or without scripts. I have experience on “Same time 15 Different Location AdWords Campaigns management with \$15K Monthly Budget with an ROI report of close to %30 (*I can't show that report since its forbidden to my company but I can explain how we calculated and tracked*) Mostly on Search Network Only and every single AD with 10 type of extensions ready to use and actively enabled 3 of them such as location, phone call, callouts, sitelinks etc, Re Marketing with custom audience setups such as; visitor abandoned cart or visitor landed on page clicked some button but didn't fill up the form and left etc, unique Location strategies such as; “buy now” funnel level of customers must be in location but “learn more or looking around” funnel level potentation customers can interest the location I target in campaign and make ADs visible. I control these via my Labeled systems to be able to manage them easily after I published the campaign. Professional Keyword and Bid Management as low as .20 cents per click that I name it as “Penny Campaign” setup for brand awareness and/or even conversions with the cheapest costs. I even use that strategy more aggressively for the company competitive campaigns by just boosting some settings. I have my premade Script to be able to make perfect bid control on unlimited qt of keywords and ads. I can also install, edit, comment and manage Script Library on Google AdWords online Library.
- **Custom Plugin & Script hacks** and inventions and understanding on PHP/JavaScript/SQL/HTML/JSON/CSS codes. (I can hack plugins for the company white label purpose such as; logos or links and even make them more SEO compatible such as; managing follows on URLs, inserting SEO tags etc. I can edit the coding system even for the client to use it easier such as; font management, clean or add necessity connections etc. Some sample applications that I worked on previously; Woo Commerce with better SEO structure with JSON codes so Google can read website better or Woo Commerce H1/H2/H3 Structure fix since plugin companies don't have advised SEO structure. Such as; Yoast Plugin comes with hidden 301 do Follow backlinks in their Site Map so I remove those and make them more customized to get better SEO results and management.
- **Professional Reporting and Company Management** with custom variations for a company or industry needs. Such as; Performance Tracking Report for 150 Employee at 50 Different Location on a Monthly basis of 1.5 Years tracking. I have the more 5-6 different type of Custom Reporting samples. I create these Report platforms on Excel with scripts, visually well designed, Visual Basic codes and even make a connection via Cloud platforms so Company or Client owners can browse their reports on any platform anytime and I can pull any data to use in my reports via API, XML or CSV support.
- **Senior Google My Business** setup and management on 60 different locations with different level and a group of locations such as; some of them with a radius of the service area and not even currently exist but still company get verified via bulk import and takes advantages of Local SEO rankings or/and that even helps to build some potential areas not even ready yet! Marketing campaigns and special training for Company employees to be able to collect Google Reviews and developing these reviews such as; I advise and train them how to talk to customer or what to offer nicely in an exchange of having a good review in a fair and ethically way, I have the experience to manage that ability almost for every industry after I make some research and spend time. I embed and create some JSON codes to make location websites with starred reviews on Google SERP to show their current dynamic rankings.
- **Senior Google Structured Data** understanding, any available industry structure setup and tweaks with JSON coding on any custom PHP plugins or web pages. I can fix or edit any current Structured Data via HTML or JSON on pages and plugins as well. So that as known as will help Google will rank them better or at least for sure known won't penalize pages and hurt domain Authority.
- **Senior Google PageSpeed Insights** management and understanding such as; I have been created all these 750K online pages with minified and combined CSS, compressed images with CSS Sprite feature and getting close enough for 90/100 desktop 85/100 mobile results. (*may vary by theme, server and page content too*) I can also use API access to track and report my AdWords Ads linked landing page speeds and responds with some nice details! So, I can see company's Ad's or even Organic Landing pages how they are doing. I can track them with a frequency of monthly, weekly, daily even hourly! If they are so important to know they are working just fine. So, I can create some automatic reports and share the information with client or owner of the company if needs and I do all these automatically with scripts and my very owned MonsteR platform.

- **Dedicated Server WHM, cPanel, SSL** setup, and management with root access and Sucuri brand high-level Security support. 150 different and same time CRON Job management with different triggers with 256 Bit encrypted inputs. Such as; Company needs to update prices for their products and they got prices changes even daily or weekly basis which that wouldn't matter for the system I build. I can make Cloud connected and 256 Bit Encrypted direct connections with server via Excel Platform so if company make any changes on prices even on contents of that page I will be able to reflect that easily with zero mistakes (*except sales employee puts wrong information to publish*)
- **3rd Party Platform Websites and Research Companies** senior level experience, understanding and management such as; SEMrush, seolyze, spyFu, Bright Local, Ryte (as known as On Page SEO), optmyzr etc. also if the company has its different platforms I can still manage them since I have the experience on these very similar and popular platforms.
- **Twilio** based API connections understanding and experience. I can create a system such as; Custom, automatic smart call, text, email systems on quotes, forms, landing pages working with Twilio API access.
- **Landing Page Development and Design** senior level experience and knowledge with different industry need fully responsive such as; quotes with form submissions, phone calls or address clicks. If the industry has been driven by knowledge and information such as; franchising business to enlighten visitors to be able to get a submission. Tracking systems for every single activity to reduce Bounce Rate and increase CTR and conversion rates. Optimum page speed load or at least correct page content loading order to be able to serve a smooth browsing experience. I can create multiple unlimited qt of landing pages easily and can still manage change any content on them individually easily. Everybody can change CSS classes colors, buttons or can even have text blocks to change them easily, these options are reasonable if the company get their announcement same on every page or wants to try a different color and size of phone call button. But I can individually edit every single information on unlimited qt of landing pages easily via my invented system MonsteR.
- **Online Digital Signage Management** for Android TV boxes with 50 different devices at the same time via Remote upload and management on FTP.
- **Custom and Unique solutions** for every type of individual problems. Such as email forward system for a single quote form to be able to work for 50 different store owners. So, I can use only one single form to control the x amount of locations and create a proper email traffic between them. Such as; Employee awareness and tracking system by creating a smart caller system with custom inputs for a better management as a sample company or client needs to check their emails as soon as possible they received but employee is generally busy and may ignore email submissions in that case I help employee to manage that submissions via phone call or text messages with any custom information supplied instantly and uniquely.

#### ATLANTIC STONE SOURCE

Web Developer & Marketing Strategist

POMPANO BEACH, FL

October 2015 - March 2016

- Developed WordPress websites with professional templates, plugins, report systems, security, mobile compatibility and many other necessities.
- Worked on SEO progress and got reached %90 of SEO success rate on those websites which are checked by 3rd party companies.
- Social pages, adobe premiere, photoshop, professional movies, and SEO compatible articles have written.
- General management on 6 websites and 30 other domains, google my business specialties with all its products, detailed reporting, and goal-oriented strategies monthly campaigns.

#### LAL LANGUAGE CENTERS

Student

FORT LAUDERDALE, FL

December 2013 - April 2014

- Academic Standard General Extra 12-20 Weeks 24 Lessons Per Week.
- Upper Intermediate (B2) - CEA Certificate Level

#### KENAN COMPUTER

Owner

ALTINOLUK, TURKEY

October 2006 - December 2013

- Founded and Managed a small technical services company with employees.
- Provided technical sales and services to small businesses and individuals.
- Trained employees for new sales and service offers.
- Managed technical services business operations and financial activities.
- Provided clear-cut solutions to customers.
- Constantly updated technical services delivery processes to increase customer satisfaction.
- Conducted end of project meetings with involved parties and developed customer and staff feedback history.

#### PILZ-GMBH

Intern

BERLIN, GERMANY

May 2006 - June 2006

- Trained under auspices of Leonardo Da Vinci European Community Support Projects.
- Developed software to remote control an automobile by using Visual Basic.
- Assisted Software QA group for domestic and abroad distribution channels.
- Trained Staff on front office software development for technical sales and service businesses.
- Produced empty logic boards by using electronic CNC-CAD Systems.

#### ALTINOLUK COMPUTER

Technical Services Manager

ALTINOLUK, TURKEY

May 2002 - September 2005

- Software and hardware maintenance for the contracted customers.
- Developed back office reports and analysis to track sales vs targeted sales.
- Implemented customer satisfaction surveys to improve service delivery and sales.
- Conducted market research studies for new customer acquisition.

## EDUCATION

LAL Language Centres

*Upper Intermediate Level (B2) - CEA Certificate Level*

Anadolu University

*Faculty of Business Administration - Bachelor's of Arts*

Gazi University

*Computer Technologies & Programming - Associate's Degree*

Anatolian Technical High School

*Computer Technician Grade- Hardware (4.2/5)*

FORT LAUDERDALE, FL

March 2014

ESKISEHIR, TURKEY

June 2013

ANKARA, TURKEY

July 2008

EDREMIT, TURKEY

June 2006

## ADDITIONAL SKILLS

- Troubleshooting and initiative
- Innovative
- Goal oriented
- Creative
- Team oriented
- Social, energetic, extroverted
- Organization & Coordination Skills
- Research oriented
- Coordinate working principles