



## MEHMET GÜZEL

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### ■ CAREER OBJECTIVE

As a 3rd-year Management Information Systems student at Duzce University, I aim to apply my organizational leadership and programming skills gained through academic and community involvement to a corporate environment. My strong interest in Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Data Analytics motivates me to contribute to your organization through this internship opportunity, which I see as the first step in my professional career in Konya.

### ■ EDUCATION

Duzce University | Management Information Systems (Bachelor's Degree)

Duzce, Türkiye | 2022 – Present (3rd Year)

Relevant Courses: Database Management, Systems Analysis and Design, E-Commerce, Enterprise Resource Planning, Python Programming

### ■ EXPERIENCE & VOLUNTARY ROLES

#### Duzce University MIS Community | Duzce

*Vice Head of Organization Department (Oct 2024 – Present)*

- \* Leading the planning, budgeting, and execution of sectoral events, summits, and technical workshops.
- \* Coordinating department members and managing internal motivation.
- \* Maintaining communication between university management and industry professionals.

*Active Member, Software Department (Sep 2023 – Present)*

- \* Actively participating in community software projects and coding workshops.
- \* Preparing internal presentations on new technologies and tools.

### ■ ■ PROJECTS

#### AI-Powered SEO/SEM Performance Analysis Tool (In Development)

- \* Developing an AI-based tool that analyzes SEO and SEM performance, examines backlink structures, and generates PDF reports with improvement suggestions.
- \* The project focuses on automating digital marketing metrics and enhancing data-driven decision-making skills.

### ■ TECHNICAL SKILLS

- \* Programming Languages: Python (Advanced), SQL (Advanced), C# (Intermediate), HTML/CSS (Intermediate)
- \* Tools: Microsoft Office (Advanced), Google Analytics (Intermediate)
- \* ERP Systems: SAP (Basic), Oracle (Basic)
- \* Digital Marketing: SEO (Intermediate), SEM (Intermediate)

### ■ CERTIFICATES

- Data Science with Python – 2024
- Google Ads Search Certification – Google Skillshop – 2024

### ■ LANGUAGES

- Turkish: Native
- English: B1 Level

### ■ INTERESTS

- Digital Marketing Trends
- Artificial Intelligence & Machine Learning
- Online Strategy Games
- Automobile & Motorcycle Technologies