Kaya Savut

Istanbul, Türkiye | Netherlands orientation-year pathway

EDUCATION

Master of Arts in Media Studies: Digital Cultures **2025 – 2026**

Maastricht University, Maastricht, Netherlands

- Thesis: Artificial Intelligence as a Mediator in Touristic Decision-Making; mixed-methods research with 10 interviews and more than 100 survey responses.

Bachelor of Arts in Economics and International Development **2014 – 2020**

McGill University, Montréal, Canada

- Selected coursework: Economic Development, Economic Statistics, Globalization, Development & Livelihoods, Gender & Work.

PROFESSIONAL EXPERIENCE

Digital Marketing & E-commerce Experience

Performance Marketing Assistant Specialist → Marketplace Assistant Specialist **11/2022 – 06/2025**

OneIngage (Koç Holding subsidiary), Istanbul, Türkiye

- Planned, launched and optimized digital advertising campaigns across Google Ads, Meta Ads, Amazon Ads and other platforms for multiple client brands.
- Tracked budgets and performance indicators including ROAS, ACOS, CTR and conversions; prepared reporting, campaign analyses and media plans.
- Supported marketplace advertising, including Amazon Sponsored Products, Sponsored Brands, Sponsored Display, DSP and Brand Store projects.
- Collaborated with client and internal teams on campaign execution, performance improvements and e-commerce activities.
- Selected brands supported include ClinicHub, Mr. No Sandviç, EGGER, RMK Merrill-Stevens, Madame Coco, Farmasi, Huawei and Lenovo.

SELECTED RESEARCH & ACADEMIC PROJECTS

Artificial Intelligence and Tourism Decision-Making **2026**

Master's thesis | Maastricht University

- Studied how travelers evaluate AI-generated recommendations, focusing on trust, information filtering and human judgment.

Digital Public Sphere and Queer Counterpublics **2026**

Research project | Maastricht University

- Examined YouTube comment discussions through a queer counterpublics framework.

Digital Heritage: 3D Collection Project **2026**

Digital collections coursework | Maastricht University

- Developed a photogrammetry-based 3D object workflow using Agisoft Metashape, Blender and Smithsonian Voyager.

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SKILLS & CERTIFICATIONS

Digital advertising & analytics

Google Ads, Google Analytics, Display & Video 360 (DV360), Meta Ads Manager, Amazon Ads, LinkedIn Campaign Manager, TikTok Ads; campaign reporting, budget pacing and performance analysis.

Research & digital methods

OpenRefine, Voyant Tools, interviews, surveys, qualitative research, digital ethnography, data interpretation and digital collections workflows.

Productivity & 3D tools

Microsoft Word, Excel and PowerPoint; Agisoft Metashape, Blender and Smithsonian Voyager. Familiarity with PURE3D through digital heritage coursework and research interests.

Certifications & training

Google Ads and Google Analytics certifications; additional platform training in Meta, Amazon Ads, LinkedIn Ads and DV360.

LANGUAGES

Turkish (native) | English (fluent) | French (intermediate)

AREAS OF INTEREST

International development, digital cultures, technology and society, cultural exchange, diversity and inclusion, and social impact.