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Education

Masters Degree

Bahçeşehir University – MIS

Bachelors Degree:

Istanbul University –
International Relations

Skills

Project Management
Event Communication
Localization
Social Media
Digital Marketing
Communication Strategy
Public Relations
Influencer Marketing
Presentation Skills
Marketing Communication
Corporate Communication
Sponsorship Relations
Sales

Certification

Istanbul Institute PMP

Software Skills

Photoshop (Mid-level)
Ms Office Word
MS Office Excel
MS Office PowerPoint
iOS Office
Keynote
Slack

Language

Turkish (Native / Advanced
Proficiency)
English (Full Professional
Proficiency)

Other

Kırklareli University,
Department of Social
Sciences – Guest Lecturer

I have over 10 years of experience in digital brand and project management and I currently serve as a Senior Digital Brand & Project Manager (Marketing & Communications). I specialize in digital communication, marketing strategies, and brand management, contributing to impactful campaigns and projects.

Previously, at Cheil Worldwide Turkey, I developed innovative digital strategies for Samsung's Mobile & Smart Devices category, enhancing brand visibility and engagement. I am committed to fostering collaborative working environments and delivering creative, results-driven projects aligned with organizational goals.

Job Experience

Freelance Sr. Digital Project & Brand Manager October 2023 – Present / Remote

Responsibilities: Digital Communication, Marketing Communication, Project Management, Brand Communication, Sponsor Management

Cheil Worldwide Türkiye – Digital Brand Manager Ağustos 2021 – Ekim 2023 / İstanbul, Türkiye

Responsibilities: Digital Communication, Marketing Communication
Project Management, Brand Communication, Social Media Communication

Client: Samsung (Mobile & Smart Devices Category)

SM360 - Project Manager April 2017 – August 2021 / Ankara & İstanbul, Türkiye

Responsibilities: Digital communication project development, Project management (digital / promotion / advertising), Client relationship management, Digital communication projects for public institutions, Social media coordination, Digital communication project development for events, Website project management, Mobile application project management

Clients: Republic of Türkiye Ministry of Interior (Traffic / Police / Gendarmerie General Command / Directorate General of Migration Management), Antalya Metropolitan Municipality and Mayor Menderes Türel, World Ethnosport Confederation, Personal Data Protection Authority, Embassy of the Republic of Türkiye in Beijing, Antalya International Film Festival, Antalya International Piano Festival, Ethnosport Culture Festival, Antalya Yörük Festival, Teknofest Technology Festival, Turkish Exporters Assembly, Sunny, TÜBİTAK, International Migration Film Festival, SİBERAY

Endorphin Digital – Digital Strategist

June 2015 – August 2016 / İstanbul, Türkiye

Responsibilities: Client communication, Project development and management
Competitive analysis, Live broadcasting and proactive communication Strategy development and presentation.

Clients: Knorr, Herkes Sofraya, Çabuk Çorba, Lipton, Halkbank Spor, Xbox, TÜRSAB

Plasenta Conversation Agency – Social Media Manager

January 2015 – May 2015 / İstanbul, Türkiye

Responsibilities: Developing and executing social media strategies based on competitive analysis, platform selection, benchmarking, message development, and target audience identification. Creating, editing, publishing, and sharing daily content (text, visual, video, or HTML) that drives meaningful engagement and encourages community action. Establishing and optimizing platform-specific accounts to increase the company's social media visibility. Managing user-generated content in line with each community's moderation policies. Preparing editorial calendars and content distribution plans. Analyzing social media data/metrics, insights, and best practices to ensure continuous improvement and taking action based on findings. Collaborating with other departments (such as client relations and sales) for reputation management, defining key parameters, and coordinating processes.

Clients: Fanta, Fanta Youth Festival, Coca Cola Zero, Rock'n Coke, Damla, Fuse Tea

Project: Coca Cola - #buseniniçin

Project House - Social Media Specialist

May 2014 - December 2014 / İstanbul/Türkiye

Responsibilities: Developing and executing social media strategies based on competitive analysis, platform selection, benchmarking, message development, and target audience identification. Creating, editing, publishing, and sharing daily content (text, visuals, video, or HTML) that drives meaningful engagement and encourages community action. Establishing and optimizing platform-specific accounts to increase the company's social media visibility. Managing user-generated content in accordance with each community's moderation policies. Preparing editorial calendars and content distribution plans. Analyzing social media data and metrics, insights, and best practices to ensure continuous improvement, and taking action based on findings. Collaborating with departments such as client relations and sales for reputation management, defining key parameters and role distribution, and coordinating processes. Supporting moderation and creative processes, reporting, and client relationship management

Clients: Vestel, PepsiCo, Durex, Akasya Acıbadem, Nestle Pure Life, TTNET, Gillette, Pantene, Intel.

Projects: Vestel - Almanlar Kazanınca, PepsiCo - Intern of the Year

Sosyopath – Social Media Team Leader

April 2013 – November 2013 / İstanbul, Türkiye

Responsibilities: I worked as a Group Leader and Strategist at Sosyopath Social Media Agency, operating under Ainteractive. My primary responsibility was to develop digital marketing strategies from scratch by leveraging my experience across all operational levels and to lead the agency's management processes. My other key responsibilities included creating Facebook ads, translating documents into English, supporting Project Management and Creative teams, and producing content for blogs and social media account

Clients: Mastercard Türkiye, Citroen, Faber-Castell, Adel, Knorr.

MedyaSOS – Social Media Project Manager

December 2012 – April 2013 / İstanbul, Türkiye

Responsibilities: At MedyaSOS, one of Türkiye's leading social media agencies, I took part in projects for major brands such as Acibadem Healthcare Group, ElectroWorld, Bauhaus, Otokoç, Avis, Budget, and Birmot, as well as for artists including Hande Yener, Hadise, Teoman, Ferhat Göçer, Volkan Konak, Gökhan Özen, and Aylin Aslım.

Klinik Social Media Agency - Project Manager

November 2011 – December 2012 / İstanbul, Türkiye

I worked as a Social Media Specialist and Strategist at Klinik Social Media Agency, operating under Değişim Group. My primary responsibility was to develop digital marketing strategies from scratch by leveraging my experience across all operational levels.

My other responsibilities included creating Facebook ads, translating documents into English, supporting Project Management and Creative teams, and producing content for blogs and social media accounts. During the same period, I also served as an instructor at Dijital Akademi, where I delivered training on social media marketing, video marketing, and viral marketing under Değişim Group.

Denizbank – Retail Banking Specialist

April 2008 – February 2011 / İstanbul, Türkiye

Responsibilities:

I started at DenizBank, one of Türkiye's leading banks (ranked 6th), through a training program where I received education in fundamental banking, basic economics, the Turkish economy, general economics, insurance, personal communication skills, marketing techniques, and Microsoft Excel.

Following a 3-month internship, I managed all banking services within the retail banking channel across both branch offices and the head office.

Turkcell – Roaming Team Member

June 2005 – December 2005 / İstanbul, Türkiye

Responsibilities:

Promoting Turkcell's roaming services to tourists in Türkiye and Turkish users living abroad. Contributing to a department generating approximately 6% of Turkcell's total revenue. Supporting efforts to enhance brand awareness, strengthen public image, and improve communication with potential customers
