



To whom it may concern,

I would like to recommend EBRU KILICOGLU as a candidate for a possible cooperation with your organization. In her position as ELLE magazine Turkey's Editor in Chief of Digital, Ebru was employed in our company from November-2013 to May-2015. She did an excellent job in this position and was an asset to our organization during her tenure with the company. She has excellent written and verbal communication skills, is extremely organized, can work independently and is able to follow through to ensure that the job gets done.

Doğan Burda
Dergi Yayıncılık ve Pazarlama A.Ş.
Kuştepe Mah.Mecidiyeköy Yolu Cad.
No:12 Trump Towers Kule 2
34387 Şişli/İstanbul
Tel:(0212) 410 32 00
Fax:0212 410 35 81

In her tenure with our company, Ebru was responsible of

- To build a team for our digital department,
- The management, improvement and enrichment of ELLE Turkey Digital; technically, financially and creatively.
- In charge of the team, supervising daily organic, original and SEO friendly article's updates,
- Organising all of the social media accounts, with unique, innovatif and likeable content,
- Coordinating our SEO team and analysing the data to reach better results,
- Building the correct language to complete our brand's image,
- Creating saleable projects to fashion brands like Swarovski, Nike and local brands,
- Raising the page visit numbers and balancing the bounce rates by reaching and communicating with the targeted audience,

Ebru effectively scheduled and managed to maintain all her responsibilities. During her management, our web page's and social media account numbers as well as our revenue have impressively raised. She is also always willing to offer her assistance on the subjects related with her field and had an excellent rapport with the many constituents served by our company.

Her ability to effectively improve her skills according the digital world's variable demands and excellent skills of communication made her a big asset to our brand.

She would add value to any company and I recommend her for any endeavor she chooses to pursue.

Yours truly,

Gökhun Sungurtekin

Chief-Digital-Officer
Dogan Burda Dergi

Gökhun Sungurtekin

