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Hobbies

Fashion, soccer, snowboard,
kickbox, pilates, autobiographies,
history, travel

A typical career journey is usually filled with passion, hard work, worries, tears, commitments, challenges, laughs, successes and happy moments; not necessarily in this order! Mine is no different. Over the years, I have added one more attribute to the list: My hunger for knowledge which has become the compass of my journey...

Thanks to my compass, I have found my way through the challenges I faced and always managed to deliver successful results within my area of responsibility. Although I had to start from scratch most of the time, I eventually climbed up to the top. After 28 years of work experience, the skill area that still intrigues me most is communication. Especially how it has evolved over the years!

In 2011 (Which is the date, when my career led me to the digital world) communication became my main focus. Since then, I have been trying to deepen my knowledge and understanding by learning something new about communication every day. I love and enjoy every moment of it. I do believe that the key to a prosperous future lies in the ability to look at today's world from a totally different perspective and I'm grateful to the digital world for proving this to me each and every day...

Ebruka

Knowledge of programmes

Photoshop, Indesign, Premiere, iMovie, Final Cut.

Windows NT, Microsoft Ofis 98; Excel, Word, PowerPoint, Access.

Languages

Turkish **Native** (Speaking, reading, writing)

English: **Fluent** (Speaking, reading, writing)

French **Fluent** (Speaking, reading, writing)

Italian **Fluent** (Speaking, reading, writing)

Spanish **Intermediate** (Speaking, reading, writing)

Education

1989-1993 University degree
Istanbul University Faculty of Letters
Italian Language&Literature

1982-1989 Jr High&Highschool
French College Saint Michel

1978-1982 Primary
Bakırköy Mustafa Necati

ANOTHER CAREER

‘Multitasking’ has always been a part of my career. Being a passionate football fan gave me a job opportunity. When my knowledge and passion was discovered by my superiors at the newspaper I was working for, I was offered to write articles about soccer. Since then this part of my career has developed in parallel to the other part. I have worked for FotoMaç (Daily sports newspaper), Aktuel (Weekly news magazine), Fanatik (Daily sports newspaper), Sabah (Daily Newspaper), Takvim (Daily Newspaper), Taraf (Daily Newspaper) and currently Cumhuriyet (Daily Newspaper) as a columnist and also made TV programmes as a commentator for LigTV, Kanal D and Haberturk.

WORK EXPERIENCE

2016-PRESENT SELF EMPLOYED

Digital&Social Media Content Producer&Consultant

In 2012, I started my own business working as a freelance digital content producer alongside the roles and responsibilities listed below and after January 2016, I decided to solely focus on my own business. I currently provide consultancy to Turkey’s well known retail fashion brands (Faik Sonmez, Derimod), prepare and plan the social media content of different brands from different industries (Fashion, retail, sports).

Achieving the number of followers that exceeded a minimum of 10k in each of the managed social media accounts established from scratch and in addition, increased number of visitors by generating and planning SEO-friendly content, for the online shops of the cooperated brands has been my happiness.

2015-2016 DOGUS MEDIA GROUP

Special Projects Director

In charge of all Dogus Media Group’s magazines (Vogue Turkey, GQ, Glamour, Conde Nast Traveller, National Geographic, Robb Report, National Geographic Kids), my role was to lead a team of 10 junior colleagues to develop and sell special projects. I was in charge of managing all operations which expanded in several areas from producing short films for digital environment, creating digital or printed magazines for brands, developing editorial content, organizing photo shoots to planning events.

Some of the big projects accomplished in this time period are:

ZUBIZU Application’s content planning and producing; ZUBIZU Luxury Magazine’s planning, editing and publishing; Preparation, editing and publishing of Luxury brand BEYMEN’s seasonal magazine; A digital contest for IPANA’s new tooth paste product launch and it’s reflections on digital and print; Preparation, editing and publishing of Luxury brand magazine D-Fine and several other similar projects.

2013-2015 DOGAN MEDIA GROUP

ELLE magazine Turkey’s Editor in Chief of Digital

In charge of ELLE magazine’s Turkey branch, my position was to create authentic, organic and SEO friendly likeable content for all digital platforms of ELLE magazine. Leading a group of 6, we’ve improved visitor numbers, balanced bounce rates, raised followers for our social media channels and sold different projects to several different brands.

2012-2013 OM DIGITAL OF OM MEDIA GROUP

Chief Executive Officer

Being a young member of Turkish media, OM Media wanted to improve and deepen its presence in digital world. In charge of OM’s magazines (ALL, ALL for Kids, ALL Decor, Turkishtime), I built and led a team of 10, I run the operations of renovating, creating and building websites; preparing authentic, organic and likeable content for all digital platforms and also selling tailor-made projects to different fashion brands.

2008-2011 OM MEDIA GROUP

ALL, magazine Editor in Chief

ALL, created by OM Media, is a local fashion and shopping magazine. I was first in charge of building a team, managing the finances; and then creating content with an innovative approach to maintain the leading position of ALL in the market. Eventually, we sold special projects, created magazines for several fashion retail brands.

1999-2007 BEYSER TEXTILE&ZOE TEXTILE

Customer Representative

Both being family companies, I was the customer representative in charge of production, sales and marketing of the ready to wear garment production for several fashion brands.

1989-1999 SABAH&NUMBER ONE MEDIA GROUP

Translator, Reporter, Editor and Managing Editor

Started as a translator, I proceeded as a reporter, editor and managing editor for the daily newspaper Sabah and several magazines belonging to the same media group.