

YUSUF UCUZ

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SUMMARY

I am a passionate digital marketing specialist who has a master degree at e-Marketing and Social Media from London, Middlesex University. I am very enthusiastic about all aspects of digital media, being able to draw a strategy, create qualified content, manage social media accounts and administer digital media ads such as social and CPC, CPM. I am currently working at Generali Sigorta as a Senior Content and Social Media Marketing Specialist, drawing and executing the strategy of company's content marketing.

EXPERIENCE

Jan. 2016 -
Present

Senior Content and Social Media Marketing Specialist, *GENERALI* - ISTANBUL, TURKEY

- Managing social media accounts with the aspects of creating strategy, composing content, publishing post etc.
- Creating content marketing strategy and applying it.
- Website copywriting (general.com.tr)
- Managing company's blog creating content where I created more than 50 blog posts which increased blog traffic more than 50% in a half year.
- Google Ads copywriting.
- Planning and executing offline and online campaigns.
- Facebook ads copywriting and creating ad images.
- Internal communication creatives such as internal tutorials announcements and so on.
- HR creatives to be published on job search sites.
- Creating campaigns' slogan, copywrites, images, ideas and so on.
- Working with bloggers in a strategic way to increase brand awareness.
- Copywriting scripts for vlogger Otomobil Dunyam to be published on his videos as advertisements.
- Creating Advertorials for news websites and showed great success.
- Monitoring and reporting activities of social media, CPM ads, Advertorials, blog traffic and engagement.
- Managing social media complaints.
- Helping e-mail marketing team with their contents.
- Increasing lead generation through social media and blog.
- Driving more engagement on social media accounts and blog platform.
- Creating a New Year's celebration video including setup, shooting and editing.

Nov. 2014 – Dec.
2015

Digital Marketing Specialist, *MOPAK* - ISTANBUL, TURKEY

- Being part of the marketing team that renewed and redesigned all Mopak Notebooks for new season.
- Creating fresh ideas for the brand's new designs for the notebooks.
- Copywriting creative and catchy slogans for the covers of notebooks.
- Contemplating and copywriting the texts that can be seen in the inner face of all notebooks such as lives of famous singers, puzzles for children.
- Repositioning | Segmenting the customers and as a result creating a new brand, Mopak Defter which will target mostly kids and women. Because Mopak as a brand mostly focus on B2B and cardboard sales.
- Creating and managing new social media pages for Mopak Defter through different channels.
- Working with an agency to create newly Mopak Defter website mopakdefter.com where I made the structure, designing wireframe, helped the agency through designing process and copywriting all the content it contains.
- Taking SEO into consideration while drawing the structure and map of mopakdefter.com to have better and organic reach from the first day.
- Planning digital media advertising through popular channels like Google adwords and facebook ads to resound at the launch of the website.
- Designing a new website by adapting Wordpress theme for MOPAK corporate at mopak.com.tr.
- Creating most of the content on mopak.com.tr.
- Composing a very detailed blueprint for both websites taking UX design into consideration.
- Coding new email marketing template to start a new era in the company.
- Leading creative team to design a commercial print and digital ad sent through emails to clients. Print version will be published in newspapers that are targeting on paper and cardboard producers.
- Being the creative director for photographing all the new season notebooks of MOPAK. Working with photographer to find the perfect moments and angles for our brand new products.
 - Reporting and analyzing outcomes periodically, analyzing reports and consumer trends.

Mar. 2014 – Nov.
2014

Social Media Specialist, *BUZZ INTERACTION* – ISTANBUL, TURKEY

- Managing social media accounts for 3 different brands, Okyanus Kolejleri, SuperStep, Doğuş Çay.
- Working as a brand manager for 2 different firms. (SuperStep, Okyanus Kolejleri)
- Preparing social media strategies for different brands.
- Managing social media campaign called #oldiebutselfie for SuperStep. Organizing the project from beginning to the end.
- Copywriter for related brands' social media accounts and campaigns.
- Updating the blog page of the agency with digital media news.
- Creating real-time marketing content for Citroen Turkey social media accounts.
- Composing appealing viral content on Onedio.com for Doğuş Çay.

- Being part of the creative team to organize Adımı Tarihe Yazdım walking application for Astra Zeneca and Turkish Diabetes Association.
- Working with clients to make sure we are on the right path for Gittigidiyor(eBay) Cadde website as a project manager.
- Researching for new content creators such as vloggers and contacting them to produce quality and well-made videos for Gittigidiyor(eBay) Cadde website.
- Reporting and analyzing outcomes periodically, analyzing reports and consumer trends.

Feb. 2012 – May. 2012

Social Media Specialist, *THE FYZZ*, Intern – LONDON, UK

- Drawing a social media strategy for Scouts SIA mobile game.
- Managing pre and post social media campaigns for the game.
- Creating engaging content both for Facebook and Twitter pages of the game.
- Increasing number of Facebook fans by %21 and Twitter followers by %300 with no paid ads.
- Using social media management and measurement tools effectively.

Jan. 2011 – May. 2011

Project Management, *PORT OF OAKLAND*, Intern – OAKLAND, CA, UNITED STATES

- Helping manage ongoing, large-scale projects.
- Supporting the development of management reports and presentations.
- Creating and maintaining company's client database.
- Develop timeline for some projects.
- Schedule, track, coordinate daily work and project deliverable schedules.

EDUCATION

2011 - 2013	Master Degree, e-Marketing and Social Media, <i>London Middlesex University</i>
2010 - 2010	Certificate, Project Management, <i>UC Berkeley</i>
2005 - 2009	Bachelor Degree, Business Administration, <i>Marmara University</i>

OTHER SKILLS

Languages

English – Advanced
 Turkish – Mother Tongue

Proficiency Areas

* Social Media Specialist* Digital Marketing Specialist* Community Management* Project Management* Account Management* Copywriter* Content Specialist* Advertising Specialist* Blogging Specialist

Personal Skills

* Success and result driven * Excellent social media knowledge and skills * Creativity in all aspects of marketing * Outstanding content creation * always up-to-date * excellent time management * available for individual or team work * Risk taker * Responsible * Easy and quick adaption.

Technical Skills

* Social media management tools* Google analytics * Google webmaster tools * SEO * SEM * Adobe photoshop CC * Adobe dreamweaver CC * HTML5(Intermediate) * CSS(Intermediate) * Wordpress * Blog specialist * Google adwords certification * Microsoft office * iMovie * Turkish(Mother tongue) * English(Advanced)