

## PERSONAL INFORMATION



## Sıla Çırpan

İstanbul, Turkey  
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## WORK EXPERIENCE

### 07/2020–Present EN-TR Freelance Translator

RWS Group (UK)

- Translating articles, UI texts, user manuals and online help documents for Skype, Microsoft, Office and Xbox projects from English to Turkish.

### 12/2016–09/2019 Digital Marketing Specialist

Özdilek Holding, Bursa (Turkey)

- Crafting and tailoring content for regular marketing emails (daily, weekly and monthly).
- Assisting the content team in the creation, translation and editing of English marketing materials including campaign posters, press releases, social media updates, newsletters and ads.
- Handling the editing of the English edition of the bimonthly WeYouThey corporate magazine.
- Designing and managing the social media content calendar; engaging with customer inquiries across platforms.
- Maintaining and updating content on ozdilek.com.tr, keeping track of events, campaigns and seasonal catalogs.
- Developing YouTube initiatives for influencer marketing, overseeing production from start to finish.

### 08/2015–10/2016 Content Marketing Specialist

Insider, İstanbul (Turkey)

- Crafting and refining marketing materials such as case studies, infographics and e-books in English and Turkish; overseeing freelance contributions and editing.
- Designing and executing email campaigns for product/feature highlights, monthly newsletters, and holiday/special day promotions.
- Liaising with media agencies; monitoring industry events and competitions, and coordinating company involvement.
- Strategizing and implementing social media marketing, including direct management of company profiles.
- Arranging and conducting webinars.
- Creating website content to maintain a high level of competency in the personalization technology industry.

### 08/2014–08/2015 Translator

EDU Language Group, İstanbul (Turkey)

- Providing translation services for major corporations including HSBC, Ikea and Michelin.
- Web localization for clients like SAS Factory Miner and FLS International.
- Translating and editing daily news content for the DR News website.
- Translating official documents such as apostilles and identity cards.

06/2012–08/2013 **News Presenter**

Yeditepe İletişim Hizmetleri Sanayi ve Ticaret A.Ş., İstanbul (Turkey)

- Presenting mid-bulletins.
- Writing articles for the international news segment.
- Performing voiceover for written news pieces.

EDUCATION AND TRAINING

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09/2006–06/2012 **Bachelor's Degree in English Language and Literature**

EQF level 6

Boğaziçi University, İstanbul (Turkey)

PERSONAL SKILLS

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**Language skills** Turkish (Native), English (Fluent), German (Intermediate)

**Digital skills**

- Good command of translation programs (Trados 2007, Trados SDLX, Trados Studio 2011, Memsource)
- Good command of marketing tools such as Mailchimp, Emarsys and Gotowebinar
- Microsoft Office (Word, Excel, PowerPoint)