



Pinar Çepni

Social Media Specialist / Student

✉ pinarcepni99@gmail.com

🌐 www.pinarcepni.com

🌐 www.linkedin.com/in/pinarcepni

I am in my last semester at Turkish-German University, studying Culture and Communication Sciences. I am highly passionate about marketing, graphic design, and video editing. I have the ability to competently reflect on and communicate through intercultural competence, and approach matter critically and innovatively while making the process of change and transformation of cultural assets and the highly dynamic character of today's technology and media into consideration.

Experience

Marketing Specialist - RoT STUDIO

March 2024 - Present

- Using social media platforms effectively, managing company social media accounts to increase brand visibility
- Preparing and updating the content of the company's website
- Following the latest developments, sending monthly newsletters or mailings
- Taking an active role in all events such as fairs, seminars, webinars, and trainings and to promoting the organization,
- Researching events in which our company can participate as an exhibitor or a visitor
- Contributing to the conduct of joint marketing activities with our business partners and participating in these activities to raise funds for marketing activities
- Keeping up with technological developments and disseminating them to the team members
- Preparing, distributing, and translating the marketing materials
- Preparing the content and design of printed materials promoting the company, and social media platforms according to priorities; Google Analytics, SEO, SEM, banner ads, e-mail marketing, mobile marketing
- Creating campaigns on social media and generating leads (CRM)
- The preparation of the company's promotional presentations and materials
- Receiving market information and creating competitor analysis
- Taking an active role in the preparation of traditional and digital marketing plans
- Being actively involved in any processes related to organizational events
- Creating marketing and sales strategies by working closely to Business, Sales and Design & Development Management

Social Media Specialist - Uplift People Consulting

May 2023 - March 2024

- Managing Uplift's -a global HR company- social media accounts (LinkedIn, Instagram, Twitter, Spotify, YouTube, TikTok)
- Developing and executing B2B and B2C marketing strategies and branding for both client and candidate face of the company
- Developing and executing comprehensive social media strategies in alignment with business objectives and brand identity
- Procurement, management, and implementation of various digital marketing tools from the decided and allocated company fund
- Designing and/or editing visual content, writing their caption to publish according to the weekly plan and strategies that are developed by me





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Experience

- Writing monthly newsletter based on SEO and creating its visuals to publish on LinkedIn as well as distributing the content to our high-level HR clients via Mailchimp as a part of our email marketing strategy
- Developing marketing strategy for the events we attend abroad, and designing stands, roll-up banners, posters, brochures, business cards (digital and print), souvenirs, etc.
- Improving podcast episodes, generating questions and writing its script tailored to every guest, approaching global HR professionals and leaders as our potential guests, editing the content, promoting on social media channels, and publishing
- Creating strategies for our internal engagement on social media among co-workers and brand awareness

Instagram Manager - Kur Akademi

May 2023 - Jun 2023

- Laying out strategies for the Instagram page
- Bringing these strategies to life visually
- Collaborating with LinkedIn manager

Intern - Sport Center Academy

April 2023 - May 2023

- Comprehensive set of training modules covering essential areas of professional development
- Gaining knowledge and skills in the following areas: Social Media Literacy and Marketing Strategies, Recruitment and Human Resources Strategies, Basic Yoga and Breathing Techniques, and Management and Organization
- Create 2 projects for each topic to successfully finish the internship program

Social Media Member - Istanbul Blockchain Women

April 2023 - Nov 2023

- Creating posts (both visual and written) for social media accounts with the goal of positive discrimination against women in terms of technology and blockchain.

Content Creator - icerikbulutu.com

March 2023 - Jun 2023

- Choosing from the requests such as product, category description, blog posts, or translation sent from companies
- Delivering the finished work to the editor within 24 hours, following the desired format and based on SEO

Podcast Moderator & Assistant - Habitat Association

Dec 2022 - May 2023

- Assisting the podcast production of "Geleceğin Ekranı", which is a joint work of Netflix Turkey, ICC Turkey, and Habitat Association
- Preparing, and editing questions
- Approaching and communicating with the participants
- Moderating one episode
- Editing the audio





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Experience

Academic Tutor - Turkish-German University

Oct 2022 - Jun 2023

- Private and collective tutoring of my underclassmen students
- Assisting professors at the media lab when needed

Content Writer - College Aftermath

Jun 2022 - Sep 2022

- Producing English content
- Writing one or two different texts a day and present them to the editor.

Content Writer - MIK Portal

Feb 2022 - Aug 2023

- Writing educational and academic articles on WordPress for my university's Media and Communication Club to be published on our website MIK Portal.

Education

Turkish-German University

Sep 2018 - Jun 2024

- Bachelor of Culture and Communication Sciences
- GPA: 3.71/4

Heidelberg University

Aug 2022 - Aug 2022

- Summer School for Germanistic and Cultural Studies

Skills & Tools

- SEO / SEM
- Canva
- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe Premiere Pro
- Riverside FM
- Wordpress
- Copywriting
- MS Office
- Miro
- CapCut
- Mailchimp
- Notion
- HubSpot
- Google Analytics & Ads
- CRM
- Inbox

Languages

- **Turkish** *Native*
- **English** *Professional Competence*
- **German** *Limited Working Competence*