

Arzu Vila

Copywriter

Innovative Copywriter with background Mynet, bringing 1 years experience in proven effective marketing and advertising strategies. Possessing strong creativity to deliver unique copy, meticulous budgetary adherence and in-depth knowledge of competitive campaigns and offerings. High-energy, organized Copywriter highly effective in project and personnel management and market trend identification. Desires upper-level marketing or account management position.

Work History

2018-08 -
Current

Copywriter

Mynet, Istanbul, Turkey

- Presented clients with unique copy options based on overall marketing objectives.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Produced original, creative content for promotional advertisements and marketing materials.
- Managed project deadlines and monitored milestones through completion stage.
- Wrote off-site SEO content such as press releases, guest blog posts and informational articles.
- Reviewed and edited blog posts to guarantee high content quality.
- Created interactive digital presentations for executives.
- Collaborated with designers and editorial team on marketing materials.

2013-06 -
2019-09

Editorial Assistant

Elele Magazine, Istanbul, Turkey

- Coordinated content and topics with editor and chief.
- Monitored social media and online sources for industry trends.

2014-09 -
2014-10

Journalism Intern

Personal Info

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WWW

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lio.com/)

Twitter

<https://twitter.com/ArzuVila>

Twitter

[https://www.instagram.co
m/arzuvila/](https://www.instagram.co
m/arzuvila/)

Skills

Editing and review



Excellent

Team contribution



Excellent

Unique content creation



Excellent

Brand messaging



Excellent

Social and new media

- Followed through on beat sources, contacts and leads to gather information for stories.
- Pursued and developed stories independently and for assignment, covering range of topics.
- Organized material, determined area of emphasis, and wrote stories according to prescribed editorial style and format standards.

Education

| | |
|----------------------|--|
| 2007-09 - 2010-06 | High School Diploma <i>Özel Çamlıca Bilfen Lisesi - Istanbul</i> |
| 2010-09 - 2011-06 | High School Diploma <i>Kadıköy Lisesi - Istanbul</i> |
| | New Media, Journalism <i>Bahçeşehir University - Istanbul</i> <ul style="list-style-type: none"> • Member of "Yeni Sayfa" newspaper |
| 2017-06 - 2018-06 | MBA: Publishing <i>Marmara - Istanbul</i> |

Certifications

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|---------|--|
| 2011-07 | Etc Language School / General English (A2 / B1 on the CEF') Bournemouth/UK |
| 2012-07 | Beet Language Centre / General and Academic English (B2 on the CEF') |
| 2013-06 | Bournemouth/UK Malvern House / General and Academic English (B2 on the CEF') Dublin/ Ireland |

Excellent

Adobe InDesign



Excellent

Digital marketing



Excellent

Adobe Illustrator



Excellent

Online and mobile
consumer marketing tools



Excellent

Creative and innovative



Excellent

Web content



Excellent

PowerPoint presentations



Excellent

Adobe Photoshop



Excellent

Team Player



Excellent

Internet marketing



Excellent

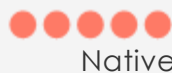
Superb writer and editor



Excellent

Languages

English



Native