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Digital Strategy

- Competitive Analysis
- Market Research
- User Experience Strategy
- Wireframing
- Setting Business Objectives
- Content Strategy
- Digital Analytics & Reporting

Community Management

- Content Writing
- Social Media Analytics
- Moderation
- Social Media Marketing
- SEO

Project Management

- Planning & Scheduling
- Business Planning
- Project Negotiations
- Designing Workflow
- Assuring Quality

Experience

Avon (Istanbul, Turkey)

Web Content Specialist (Fulltime)

May 2015 - Current

- Strategic leadership of all content on Avon.com.tr and Avon Sales Suites.
- Coordinate the process of website content (avon.com.tr & sales suites) development and execution, securing that Avon website present relevant interactive company/brand communication to Customers and Representatives.
- Acting as internal account manager; filtering and prioritizing web content inquiries initiated from internal business partners.
- Acting as the super user on the Avon.com.tr feature and maintenance releases.
- Coordination and execution of global / regional Customer & Representative digital tools localization.
- Ownership of the beauty blog and content media agency management.
- Content co-ownership of the Consumer & Representative email marketing campaigns.
- Success is measured by timely delivery of assigned tasks, error-free & user friendly web content, increase in beauty blog traffic, bounce rate, pageviews, consumer email open rates & click rates.

Cohn & Wolfe (Toronto, ON),

Account Executive/Community Manager (Contract)

September 2014 - March 2015

- Community management of social media platforms for Oster Versa and Sunbeam Canada.
- Social media content creation for Oster Versa and Sunbeam Canada.
- Campaign execution and metrics analysis.
- Researched social communities to identify influencers and developed/executed outreach strategies for Sunbeam Supports With Warmth Campaign.
- Engagement recommendations for communities and campaigns including social media metrics, engagement tracking, listening reports, monthly reports, competitive audits for Oster Versa, Sunbeam Canada and Standard Life.
- Paid media recommendations for Oster Versa and Sunbeam Canada.

OgilvyOne (Toronto, ON)

Content Manager – Social Media (Contract)

March 2014 - July 2014

- Community management of social media platforms for Magnum Ice Cream and one of the biggest pharmacist companies.
- Creative briefing for Magnum Ice Cream, Ben & Jerry's Canada, Fruttare Canada.
- Campaign execution and metrics analysis.
- Researched social communities to identify influencers and developed/executed outreach strategies for Dove Men Care and Dove Female-Cinderella.
- Engagement recommendations for communities and campaigns including social media metrics, engagement tracking, listening reports.

FITC (Toronto, ON)

Digital Content Strategist Intern (Field Placement)

July 2013 - September 2013

- Worked on stakeholders experience, FITC channels and content strategy. Reviewed every touch point or point of contacts that stakeholders have with FITC.
- Brainstormed/researched what else FITC can do to enhance the experience and added value for it.
- Developed content strategy to increase traffic on blog. www.fitc.ca
- Utilized/leveraged FITC channels in digital platform.

*attended 1 year post graduate certificate program at Centennial College.

Lamba Dijital (Istanbul, Turkey) www.lambadijital.com

Digital Strategist/Copywriter (Full Time)

January 2012 - March 2012

- Responsible for developing clients' digital strategy for social and digital media campaigns. Recommended media channels, wrote and edited content.
- Researched digital communities to identify influencers and develop/execute outreach strategies.
- Made decisions on media channels and tone of voice of brands such as Fairy <http://bit.ly/1hIA2yt>, Leona <http://bit.ly/1fdMOh9>
- Developed ideas and write content for Facebook applications and Facebook ads. i.e: Prima, Olay, Orkid (<http://bit.ly/1c5FaXj>), Duracell <http://bit.ly/1hlzUyI>, Pantene.

- Responsible for developing clients' (such as VW Turkey <http://bit.ly/1fdOlnl>, American Express <http://amex.co/1hNdJCx>, Garanti Mortgage, Castrol BP) social and digital media strategies.
- Made decisions on tone of voice of brands, wrote, edited web site content, emailing content, banner content and prepared site maps for VW Turkey, American Express, Garanti Hobi and more.
- Established Facebook fan page for "Trafikte Sorumluluk Hareketi" and reached 5,000 followers in two months. <https://www.facebook.com/trafik.hareketi>
- Part of the social media team which developed Facebook fan page for VW Turkey, and reached 500.000 followers in six months. www.facebook.com/vwturkiye
- Tracked results and developed strategy through data analysis.
- Worked on Volkswagen Turkey's first iPad application project. <http://bit.ly/1fdOlnl>

Projects

Project Title: deary music

August 2014 - Present

Description: deary music is an independent music blog which discovers and promotes local music based in Toronto, ON.

www.dearymusic.com, www.facebook.com/dearymusic

Role: Co-founder/Writer/Producer

Project Title: Travel Guardian Mobile App

2013

Description: Travel Guardian is a mobile app as an aid to safe wellness and peace of mind.

The concept is a three phase protection: Prevention, alert and evidence recording while travelling. www.youtube.com/watch?v=cwhLqv5vHmE

Role: Content Producer - Digital Strategist

Awards

Travel Guardian Mobile App/Top Finalist/ GCE co-curricular event entitled

2013

Travel Guardian is an application for mobile devices as an aid to safe wellness and peace of mind while travelling. Our group has been nominated to the top ten finalists in two Centennial College competitions: 10.10.10 & HalfTheSky.

Istanbul Bilgi University, (Istanbul, Turkey)

2009

High Honor Degree 3.52 GPA over 4.00

Language

Turkish (native), English (advance), French (beginner)

Technical Skills

Web Analytics: Google Analytics, Sysomos, Radian6, Facebook Insights, Twitter Analytics

Software: Microsoft Office, Omnigraffle, Adobe Photoshop, Adobe Premier, Adobe Illustrator, MailChimp

Programming: HTML + CSS (basic knowledge)

Language: Turkish (native), English (advance), French (beginner)

Education

Interactive Digital Media Post Graduate Certificate (Honors) Centennial College

2012-2013

Creative Writing Techniques Workshop Istanbul Bilgi University

2009

General French Course Institut Français De Turquie

2006 - 2008

BA in Advertising Istanbul Bilgi University

2004 - 2009

References

*References Available Upon Request