

Seda Yilmaz

Communications & Content Professional

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WORK EXPERIENCE

Communications Consultant UNDP Europe and Central Asia

02/2021 - 10/2021

Istanbul, Turkey

Tasks

- Managed the social media accounts of @UNDPEurasia.
- In the first two months, increased impressions on Twitter by 51%, Instagram by 66%, and Facebook by 10%.
- Monitored country offices in the region to select stories to highlight and create a social media schedule.
- Collaborated with other teams to strategically promote events and initiatives in the region.
- Prepared monthly social media and website performance reports.

Digital Marketing and Project Manager CorporateLeaders

07/2018 - 04/2020

Brussels, Belgium

Tasks

- Created content and PR plans for campaigns – social media posts and advertisements, blog articles, e-mail copies and preparing guides & reports.
- Managed the company website, blog, content and newsletters via HubSpot.
- Scheduled projects and managed design and translation teams.

Communications Project Assistant Phrenos

04/2018 - 07/2018

Brussels, Belgium

Tasks

- Managed communications and social media for the EC's European Development Days (#EDD18).
- Prepared social media guidelines for the on-site communications interns for the event day.
- Scheduled the Facebook live booth and broadcasts during the event.

Content Manager Microsoft

12/2014 - 07/2017

Istanbul, Turkey

Tasks

- Managed the editorial content of Microsoft News and simultaneously tracked the performance of the website via Omniture.
- Increased the homepage CTR by 21% from 2016 to 2017.
- Created quizzes, later adopted globally as a best practice.
- Prepared targeted newsletters and content round-ups.

FREELANCE PROJECTS

Copywriter & Translator Lexico Digital

02/2021 - Present

- Writing copy (AR/AI, e-commerce, marketing) and translating content for multiple UK companies.

Translator & Subtitler IYUNO Media

08/2014 - Present

- Localizing and subtitling TV shows, movies and documentaries for Netflix, Disney+ and various international agencies.

Editor & Proofreader ICF Belgium

03/2020 - Present

- Editing, reviewing and proofreading the e-learning courses and material for European Commission's European Solidarity Corps program.

Comms & Knowledge Management UNDP Europe and Central Asia

08/2020 - 03/2021

- Working closely with Montreal Protocol and Chemicals Team of UNDP Istanbul Regional Hub, created a knowledge exchange platform for all healthcare waste projects of GEF and launched a hub of more than 600 documents from 70 countries in 13 languages.

EDUCATION

MSc in Communication Studies: New Media and Society in Europe Vrije Universiteit Brussel

2017 - 2020

Brussels, Belgium

BA in Translation and Interpreting Studies Boğaziçi University

2010 - 2015

Istanbul, Turkey

LANGUAGES

English

Full Professional Proficiency

Turkish

Native or Bilingual Proficiency

PLATFORMS & TOOLS

HubSpot

Omniture

CMS

WordPress

Google Analytics

MS Office

HTML

Hootsuite

Mailchimp

Illustrator