

IRIS UNLU

Digital Communications Specialist

Specialized in developing creative concepts, graphic design, and managing the content with a goal of conveying the message and building a community.

RELEVANT EXPERIENCE

Digital Communications Strategist Recro Digital Marketing TORONTO, ONTARIO Aug. 2019 - Present

Brands included: Evviva Restaurants, WeFogIt, Sapphirus Stone and Tile Inc., EconoPlus

Creating digital communications strategies
Designing visuals for social media, websites, and print
Writing and posting effective and engaging digital content with a knack for storytelling
Monitoring and managing community to increase engagement on social platforms
Adapting the brands' strategies based on new customer behaviours during the on-going COVID-19 pandemic.

Freelance Graphic Designer TORONTO, ONTARIO Aug. 2019 - Present

Designing logos, product packages, print and digital pieces for various CPG and food service brands.

Freelance Social Media Specialist ISTANBUL, TURKEY Dec. 2014 - Apr. 2017

Brands included: Yörsan, YörGroup, Yöryapi, Publing.co, TÜYAP Book Fairs, HediyeSepeti.com

Developed content strategies and created postings incl. graphic design and copywriting.
Managed accounts, ads, and monitored statistics

Takeaways: Superior customer relationship management | Reliable and punctual in completing remote work | The right balance of being creative and being analytical

Assistant Brand Manager Yörsan (Dairy Company, CPG) ISTANBUL, TURKEY Apr. 2014 - Sept. 2014

Assisted brand manager in daily activities
Developed brand identity, created a new logo, contributed to the marketing plan with the mktg team
Monitored monthly marketing budget
Managed the social media agency during a crisis

Takeaways: Knowledge of 4Ps | Project management and organizational skills | Deadline-oriented and results-driven | How to cope well with stress | Data collection and analysis skills | Multitasking

Copywriter Commodore (Advertising Agency) ISTANBUL, TURKEY June 2013 - Apr. 2014

International Brands included: Mazda, Godiva, GNC

Created interactive campaigns for social media
Published blogs using basic HTML
Generated and optimized AdWords campaigns

Takeaways: Writing skills | Collaborative, good at brainstorming and a team player | A striking and effective storyteller

RELEVANT EDUCATION

Sheridan College MISSISSAUGA, ON, CANADA

Advertising & Marketing Communications,
Diploma, 2018 - 2019

Courses included:
Creative Thinking,
Advertising Layout and Copywriting,
Interactive Marketing Communications,
Consumer Research & Advertising Plan,
Integrated Marketing Communications,
National and Retail Advertising,
Media, Sales

Marmara University ISTANBUL, TURKEY

Social Media Specialist,
Certificate, 2013

VOLUNTEERING

Digital Advertising Alliance of Canada
DAAC Summit, Toronto, Sept. 2018

Canadian Media Directors' Council
Truth & Purpose Conference, Toronto, Apr. 2018

SKILLS

Hard Skills:

Microsoft Office Apps & MacOS
Adobe Creative Cloud including:

- Photoshop,
- Illustrator,
- InDesign,
- Premiere,
- Lightroom
- xD

Google Ads & Analytics

Clear Decisions
COMMB Navigator
ComScore
InfoSys
Hootsuite

Soft Skills:

Creative presentations, creative problem solving,
creative strategy, branding, typography

Languages: Turkish, English

CONTACT ME

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