



## ŞAFAK KÖMÜRLÜ

*Visual Communication Designer  
Corporate Communication Specialist  
Digital Media Specialist*

Kadıköy / İstanbul - TURKEY  
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**Web:** [skomurlu.xyz](http://skomurlu.xyz)

### PERSONAL

**Nationality** : Republic of Turkey  
**Place of Birth** : İstanbul  
**Date of Birth** : 15.05.1987  
**Marital Status** : Married  
**Driver License** : B Type  
**Smoking** : Not using  
**Military Service** : Completed (12.02.2014)

### EDUCATION

**2012** Kaplan International - Los Angeles, ABD - English Class  
**2012** Yeditepe University - Graduate School of Social Sciences  
Public Relations and Publicity - Master Degree (3,3/4)  
**2010** Yeditepe University - Faculty of Communication  
Visual Communication Design Department - Bachelor Degree (2,84/4)  
**2004** Kadıköy İntaş High School  
**1999** Nurettin Teksan Primary School

## **PROFESSIONAL EXPERIENCE**

### **2021 July - continue - Gedik Holding - Corporate Communication Directorate Digital Communication Specialist**

- To carry out digital communication and promotion activities following the determined strategies of the Holding and its subsidiaries.
- Reporting the digital operating results of the Holding and its subsidiaries.
- Managing social media accounts, executing digital advertising activities, creating and implementing projects on social networks following the social media communication strategies of the Holding and its subsidiaries.
- To report to the management by making corporate communication follow-up analyzes of competitors in the digital media for the sector.
- Carrying out search engine optimization (SEO) activities of the Holding and its subsidiaries.
- To carry out the communication of the Holding and its subsidiaries with digital agencies.
- To ensure the preparation of press releases and visual materials in the press, media, and digital channels.

### **2018 April - 2021 July - Yeditepe University - Corporate Communication Department Corporate Communication & Digital Media Specialist**

#### **In Digital Media Platform:**

- Content management in [Yeditepe University](#) web site,
- E-Mailing,
- Online monitoring,
- SEO (Search Engine Optimization),
- Digital screen management,
- Organized coordinated photo and video projects with agencies,
- Creating content in appropriate corporate identity and control them,
- Management and design of online academic article (Global Media Journal Turkish Edition\*) since 2009. ([globalmediajournaltr.yeditepe.edu.tr](http://globalmediajournaltr.yeditepe.edu.tr))

\**Global Media Journal--Turkish Edition* is part of the network of online open-access peer-reviewed academic journal journals. International editions of GMJ are published in 14 countries in different languages.

### **2017 April - 2018 April - Yeditepe University - Information Technology Center Web Designer**

- Content management in Yeditepe University web site,
- Analyze to the web site in some needs,
- Subdomains management in Yeditepe web site,
- Education to web responsible in faculties,
- E-Mailing,
- Taking photo and video especially graduation ceremony and events,

- Management and design of online academic articles (Global Media Journal Turkish Edition\*) since 2009. (globalmediajournaltr.yeditepe.edu.tr)

\**Global Media Journal--Turkish Edition* is part of the network of online open-access peer-reviewed academic journal journals. International editions of GMJ are published in 14 countries in different languages.

#### **2016 November - 2019 November - Malt Digital Agency**

##### ***Freelance Web & Graphic Designer***

- **Photography:** Catalog, product, studio, concept, organizations.
- **Video Services:** Taking video, video editing, drone, video presentation, logo opener, intro.
- **Web Design:** HTML, CSS, WordPress.
- **Graphic Design:** Logo, banner, invitation, corporate identity, brochure, catalog, branding.

#### **2015 December - 2019 November - Kırmızıfil Design**

##### ***(Freelance Project Designer)***

- **Creating special projects:** Çanakkale Destanı Mobile Application (canakkaledestani.com) (First in Turkey)

#### **2014 April - 2016 November - Ekol Logistics**

##### ***Corporate Communication Specialist and Visual Communication Designer***

- Corporate communication,
- Brand management,
- Brand strategy,
- Competition analysis,
- Communication strategies,
- Media and agency relations,
- Digital and printed graphic design,
- Social media management,
- Social media optimization,
- Internal communication studies,
- Organized coordinated photo and video projects with agencies,
- E-mailing marketing.

**2010 - 2013 Yeditepe University Faculty of Communication  
Department of Public Relations and Publicity  
Web Design Specialist**

- Management and design of online academic articles (Global Media Journal Turkish Edition\*) since 2009. (globalmediajournaltr.yeditepe.edu.tr)
- \*Global Media Journal--Turkish Edition is part of the network of online open-access peer-reviewed academic journal journals. International editions of GMJ are published nationally in different languages.
- Content management in PRP Yeditepe web site,
  - Social media management,
  - E-Mailing,
  - Technical Consultant in PRP Yeditepe Magazine.

**2006 - 2009** Yeditepe University - Visual Communication Design Department  
*Student Assistant*

**2005 - continued** Demirler Electronic - *Web Master*

**2004 - 2010** Yeditepe University - Information Technology Center - *Technical Specialist*

**2000 - 2004** Uygur Electronic LTD. Technical Department - *Internship and Sales Specialist*

**CERTIFICATES / AWARDS / INTERVIEWS**

- **2021** Google Digital Garage "**Fundamentals of Digital Marketing**"
- **2018** Alibaba.com & E-Glober "**Global Gold Supplier Education 1<sup>st</sup> Level**"
- **2018** Yeditepe University Continuing Education Center & Social Media Campus "**Social Media and Digital Marketing Specialist**"
- **2018** Kariyer.net Seminar - "**Şirket Kültüründe Bir Olmak**"
- **2017** Kariyer.net Seminar - "**Kendi Kendinin Koçu Olmak**"
- **2017** Kariyer.net Seminar - "**İş Hayatında Beden Dili**"
- **2017** TMI Turkey Seminar - "**Sunuş Teknikleri Eğitimi**"
- **2017** Proticaret Seminar - "**e-Ticaret Eğitimi**"
- **2014** Açık Sınıf Seminar - "**Marka Öyküleri ile Marka Yönetimi**"

- **2012** *Kaplan International Centers* “**General English**” - Level: Intermediate (%94.27)
- **2012** *DenizTemiz Association / TURMEPA* “**Ambassador of the Sea**”
- **2012** *Yeditepe University Public Relations and Publicity Department* “**Social Media Summit**”
- **2012** *Yeditepe University Business Administration Club* “**Customer Relations Management**”
- **2011** *Yeditepe University Public Relations and Publicity Club* “**Marketing Strategies and Public Relations Summit**”
- **2011** *Yeditepe University Continuing Education Center* “**Effective Communication, Solve Problem, Team Working, Time and Stress Management, Diction and Body Language, Motivation**” Certificate
- **2010** *İzğören Akın Education ve Consultancy* “**Training of Trainers Certificate**”
- **2010** *Yeditepe University* “**Career Days Certificate of Participation**”
- **2009** *Hürriyet News June of Education Supplement* - Interview
- **2008** *Yeditepe University* “**International Research Conference on Business Strategies**”
- **2008** *Yeditepe University - Faculty of Communication Visual Communication Design Department* “**International Symposium Of Interactive Media Design**”
- **2005** *SÜMED (Sabancı University) II. Traditional Alumni Day Event* “**Certificate of Appreciation**”
- **1997** *Geleceğin Yıldızları Basketball School* - “**Gentlemen’s Cup**”, various medals and certificates.

## CONFERENCES

- **2018** *Social Media Campus* #*DeğişimZamanı* Conference
- **2017 - 2018** *Mobitek e-Trade Conference*
- **2011** *Turkcell Technology Summit*
- **2011** *e-Trade Summit*
- **2010** *Ahmet Şerif İzğören* “**Avucunuzdaki Kelebek**”
- **2009** *Yeditepe University - Faculty of Communication Visual Communication Design* “**International Symposium Of Interactive Media Design**”
- **2008** *Yeditepe University - Faculty of Communication Visual Communication Design* “**International Symposium Of Interactive Media Design**”

## LANGUAGES

**Turkish:** Mother Language

**English:** Good

## PROFESSIONAL SKILLS

- MS Office Applications
- Adobe Programs (Illustrator, Indesign, Photoshop, Dreamweaver, Premiere Pro)
- HTML - CSS - WordPress
- Autodesk Maya
- Macromedia Freehand
- Hardware Computer
- Social Media Management
- Photography
- Google Webmaster Tools
- SEO (Search Engine Optimization)

## PROJECTS / MEMBERSHIP / ACTIVITIES / VOLUNTARİNESS

- 2020**            **Sen De Gel Foundation** - Donate & Charity Runner Runatolia'20 10K Runner
- 2020**            **Adım Adım** Volunteer Support Team Member
- 2019**            **KAÇUV** (Hope Foundation for Children with Cancer) - Donate & Charity Runner  
İstanbul Marathon'19 15K Intercontinental Runner
- 2019**            **KAÇUV** (Hope Foundation for Children with Cancer) - Donate & Charity Runner  
Runatolia'19 10K Runner
- 2018**            **KAÇUV** (Hope Foundation for Children with Cancer) - Donate & Charity Runner  
İstanbul Marathon'18 10K Intercontinental Runner
- 2018**            **KAÇUV** (Hope Foundation for Children with Cancer) - Donate & Charity Runner  
Runatolia'18 10K Runner
- 2011**            **TURMEPA** "Underwater Waste Exhibition and Training Workshop"  
Project member and graphic designer (Master Project)
- 2010**            **ECREA** membership (European Communication Research and Education Association)
- 2004 - 2010**    Yeditepe University **Guidance Service** (University candidates)
- 2005**            Sabancı University Alumni Association Volunteers Working
- 1996 - 2000**    *Geleceğin Yıldızları* Basketball School

## **INTERESTS**

Basketball, rollerblade, charity running, swimming, watching action movies, reading crime fiction, photography, trekking.

## **REFERENCES**

- Levent Demir, Procurement & Administration General Manager - Ekol Logistics
- Prof. Dr. Sedefhan Oğuz, Founding Advisor to the President - Yeditepe University
- Prof. Dr. Ayseli Usluata - Yeditepe University Faculty of Communication  
Public Relations and Publicity
- Assistant Prof. Dr. Pelin Hürmeriç, Vice Dean - Yeditepe University Faculty of Communication
- Association Prof. Dr. Neda Üçer, Head of Dept. - Yeditepe University Faculty of Communication  
Visual Communication Design Department
- Mine Gökner - Turmepa - Koç Holding - Training and Project Assistant Manager



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