

# Ilkut Terzioglu

## Social Communication Strategist

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- Exceptional understanding of Social Media, networks & data analysis
- Strong understanding of Communication Trends & Theories
- Proven track record of international project management
- Digital Media & Communication centered academic background
- Experience of on-going budget management
- Broad understanding of online research & analytics with use of Radian6, Social Bro, Google Analytics
- Highly self-motivated with strong interest to learning and personal development
- Up-to-date with developing social platforms & business trends
- Experience of working directly with C-suite managers

Aiming to foster positive, people-centered management of tasks to deliver projects against expectations set. Confident with both direct and indirect management of senior staff as well as colleagues and junior team members.

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## PROFESSIONAL EXPERIENCE

### Social Media Research for Ztudium, London

Freelance

- Creation of Social Media Glossary
- Identify influencers, report on their various levels of engagement.
- Research for keywords and sentiment for client brands across; Web, Facebook, Twitter, Forums.

### Digital Media Consulting for Envestco, London

Freelance

- Competitor audit for energy investment industry.
- Skillful content creation for company website and marketing collateral.
- Launch of the online brand and digital media planning for the company.

### Mar & Comms CO-management, 90:10 Group; London

Oct 2011 - Jul 2012

Working directly with the Head of Communications and the CEO of the company to handle successful line management of 2 direct reports and 2 external software houses (based in Romania & Poland) for web development and ongoing content projects.

- Project management of stakeholders across Spain, France, Germany, Netherlands for content creation on platforms such as: Wordpress, Tumblr, Posterious.
- Advertised for and recruited designers, copywriters and procured for 3rd party providers.
- Ongoing management of social media accounts and analytics tools associated (Twitsprout, Tweetstats).
- Managed all the production of the promotional material required for company; videos (interviews and promotional), images & text content.
- Managed the briefing and implementation of 3rd version of Workflow Dashboard.
  - Created user documentation and handled internal workshops.
- Optimized websites for SEO, monitored Google Analytics for various accounts.

Projects Managed: OpenBusinessCouncil.org, SocialMediaCouncil.eu, 9010group.com (V3)

### Associate, 90:10 Group; London

Oct 2010 - Oct 2011

Reporting directly to the CEO successfully project managed external consultants, partners and 3rd party providers to build online software for company portfolio. Involved with each product from their early brainstorming stages to commercial pitches.

- Pitched with company CEO to form potential Joint Ventures.
- Managed international projects (across UK, Mexico, Ukraine, Romania).
- Procured and handled basic contract negotiations with 3rd party providers.
- Managed briefing workshops and documents for freelancers & providers.
- Directly managed products, software development & product documentation.
- Managing company's Google Adwords/ Analytics account for various websites.
- Ongoing online monitoring of social client data (netnographic research within forums, blogs)(Radian6).

Projects Managed: SoAPI, SoCRM, Workflow Dashboard (V2), ninety10group.com (V2)

Able to accommodate both in Istanbul & Ankara.

T: +90 532 642 00 86 - E: [me@ilkutterzioglu.com](mailto:me@ilkutterzioglu.com) - W: [ilkutterzioglu.com](http://ilkutterzioglu.com)

**Social Media Executive, 90:10 Group; London**

**Oct 2009 - Oct 2010**

First steps into a social media management consultancy start-up.

- Ongoing monitoring and online research for the retainer clients as well as new business pitches.
- Ongoing online monitoring of social client data (netnographic research within forums, blogs).
- Sentiment analysis of ongoing monitoring results, creating relevant documentation (Radian6).
- Implemented customer centric community research
- Administered blogger outreach for client campaigns
- Assisted Social Media workshops
- Content management of the company site (custom CMS).
- Project management (across Ukraine, India)
  - Workflow Dashboard (V1)
  - Company website (V1)
  - Monocle Blackberry application
- Managing company's IT infrastructure. (Web Domains, Hosting servers, E-mail & Collaboration)

Clients include: Honda (EUR), Tesco UK, Bupa (UK), City & Guilds (UK), Quadis (ES), Monocle (UK)

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**PERSONAL PROJECTS**

**Started up DevletTiyatrolarıKapatılmasın.com, Turkey** (Remotely managed) **May 2012 - Present**

There is a bill in Turkish Parliament to shut the State Theatres down. Devlet Tiyatroları Kapatılmasın (state theaters shouldn't be shut down) is a website I built in order to provide the theatre lovers in Turkey a platform to voice their concern and sign a petition.

- Using my personal network on Twitter & Facebook I managed to outreach and convince celebrities to contribute and promote the cause.
- Despite having managed the site remotely, using twitter outreach and an efficient (manual) link building strategy. The site achieved 20,000+ Pageviews with 56.88% bounce rate within it's first week.
- The site also had a high rate of social distribution among Twitter (2500+ Shares), Facebook (14500+ likes), Google+ (88 shares), leading to 4751 (and growing) confirmed signatures.

**ACADEMIC BACKGROUND**

**MA Digital Media & Creative Economy**, Kingston University, London

**2008 - 2009**

- Written essays on how creativity and leadership blend.
- Researched and was thought on Innovation in societies, digital media & disruption.
- Founded a company as a school project. (Responsible of Digital Marketing)

**BA Communication & Design**, Bilkent University, Ankara

**2005 - 2008**

- Designed & produced websites, short movies, posters, 3D objects
- Studied principles of Media, Communication and Advertising.

**LANGUAGES**

**English:** Professional, **Turkish:** Native, **French:** Basic

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**LINKS**

**Personal**

News commentary & Photography: [www.ilkutterzioglu.com](http://www.ilkutterzioglu.com)

Aggregation of news, design & art: [www.hijackedcontent.com](http://www.hijackedcontent.com)

**Work**

Innovation news & opinion: [www.OpenBusinessCouncil.org](http://www.OpenBusinessCouncil.org)

Social Media news & opinion: [www.SocialMediaCouncil.eu](http://www.SocialMediaCouncil.eu)

Corporate website: [www.9010group.com](http://www.9010group.com)

*References available upon request.*