

Bora Akbay

Communications Assistant

Contact

Address

Ankara, Turkey

LinkedIn

<https://www.linkedin.com/in/boraakbay/>

WWW

<https://www.boraakbay.info>

Skills

Advertising and marketing

Excellent

Event management

Excellent

Social media marketing

Very Good

Search Engine Optimization (SEO)

Very Good

Website Maintenance

Excellent

Adobe Premiere Pro

Very Good

Adobe Photoshop

Creative Communications Specialist with excellent record of branding and marketing success through website management, social media communications, and email marketing efforts. Expert skills in Adobe Creative Suite and content management systems. Great team player accustomed to working well with outside consultants.

Work History

2017-12 -
Current

Communications Assistant

United Nations Development Programme, Ankara, Turkey, Turkey

- Maintained corporate website and microsites using Adobe CQ5, Drupal and WordPress content management system and associated plugins/add-ons.
- Recorded footage and video for editing and incorporation for project related communication products.
- Assessed all content with UNDP branding in Turkey in line with UNDP Brand Guidelines and trained staff on correct use of visibility items (adhering to the brand manual).
- Assessed captured video to guarantee digital integrity.
- Used Adobe Suite for creation of content, video production, photo manipulation and publication design.
- Managed email marketing encompassing content development, SEO and distribution using Mail Chimp.
- Expanded national client list with development of customized communications strategies.
- Wrote and distributed press releases for company and clients.
- Prepared social media posts and videos with eye for viral content strategies.
- Secured media coverage for clients, company and specific campaigns.
- Established goals and metrics for projects and tracked project progress and impacts.
- Developed original content for blog posts and website articles.
- Prepared event communications for special events, took photographs during event, and promoted on web and periodical channels.
- Created consistent structural input format to maintain website continuity by authoring and implementing best-practices for designers and content providers.
- Established and maintained relationships with mainstream, tech and trade news organizations and reporters to support communications objectives.

Excellent

Adobe Illustrator

Good

Multi-camera editing

Excellent

Color correction knowledge

Good

Scene planning

Excellent

Software

Adobe Premiere Pro

Very Good

Adobe Photoshop

Excellent

Adobe Illustrator

Good

Microsoft Office Suite

Excellent

Languages

English

Excellent

Turkish

Excellent

German

Average

Japanese

Basic

2016-12 -
2017-12

Communications Clerk

United Nations Development Programme, Ankara, Turkey

- Provided administrative support to senior team members.
- Maintained corporate website and microsites using Adobe CQ5 and WordPress content management system and associated plugins/add-ons.
- Conducted invoicing and investigated accounts receivables discrepancies.
- Prepared social media posts and videos with eye for viral content strategies.
- Developed original content for blog posts and website articles.
- Created consistent structural input format to maintain site continuity by authoring and implementing best-practices for designers and content providers.
- Volunteered to help with special projects of varying degrees of complexity.
- Managed complex and detailed projects for executives by ensuring budget adherence and timely delivery.
- Composed and proofread memos, letters and reports to verify error-free communication.
- Assisted coworkers and staff members with special tasks on daily basis.

2016-05 -
2016-12

Communications Intern

United Nations Development Programme, Ankara, Turkey, Turkey

- Provided administrative support to senior team members.
- Wrote and distributed press releases for company and clients.
- Drafted internal memoranda for company employees.
- Prepared social media posts and videos with eye for viral content strategies.
- Forged strong media relationships to further public relations goals.
- Secured media coverage for clients, company and specific campaigns.
- Developed original content for blog posts and

website articles.

- Created consistent structural input format to maintain site continuity by authoring and implementing best-practices for designers and content providers.

2015-06 -
2016-05

ICT Consultant

İkizler Sağlık Hiz. San. Tur. Tic. Ltd. Şti, İstanbul, Turkey, Turkey

- Responded to support requests from end users and patiently walked individuals through basic troubleshooting tasks.
- Assessed system hardware and software and suggested modifications to reduce lag time and improve overall speed.
- Explained technical information in clear terms to non-technical individuals to promote better understanding.
- Integrated strategic relationships and marketing partnerships into basic site design parameters.

2010-02 -
2013-06

Teaching Assistant

Bilkent University Dpt. of Computer Science, Ankara, Turkey, Turkey

- Assisted teachers with classroom management and document coordination to maintain positive learning environment.
- Maintained schedule of support services and attended class sessions.
- Oversaw students in classroom and common areas to monitor, enforce rules and support lead teacher.

Education

2021-09 -
Current

Associate of Arts: Photography And Camera Operation

Anadolu University - Eskişehir, Turkey

2009-09 -
2013-06

Bachelor of Arts: International Relations

Bilkent University - Ankara, Turkey

2005-09 -
2009-06

High School Diploma

METU Development Foundation Schools - Ankara, Turkey