

İletişim Bilgileri

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(LinkedIn)

En Önemli Yetenekler

Analitik Beceriler

İş Analizi

Veri Analizi

Languages

English (Full Professional)

Türkçe (Native or Bilingual)

German (Elementary)

Certifications

IHA - 1 - Sportif / Amatör

Bilirkişilik Temel Eğitimi

IHA - 0 - Sportif / Amatör

Cumhuriyetin 100. Yılında Halkla
İlişkiler Ve Reklamda Bilim İletişimi
Eğitimi

Reuters Digital Journalism

Honors-Awards

Best Game Influencer Campaign X
The Gillette Fortnite Tournament

Gold Award - Branded Game
Experience - Xbox Gamepass X
Minecraft X Emrah Sefa Gürkan
Göbeklitepe

Bronze Award - Bethesda X Starfield
Art Collaboration

Gold Award - Best Use of
Technology on Digital Platforms

Gold Award - D-Dijital, SMVA /
Innovation & Data & Technology -
GTA V | sigortam.net

Publications

Kaan Dertürk

Marketing 6.0 | Digital Marketing | Social Media | Advertising |
Corporate Communication | Web 3 & AI
İstanbul, İstanbul, Türkiye

Özet

I can say that with more than 12 years of experience in digital communication, digital marketing and journalism, which are the basic building blocks of the science of "communication", I try to incorporate everything related to communication, both in advertising agencies, government institutions, agency initiatives that I have established, and projects based on volunteerism.

I had the opportunity to work with many brands in many areas of communication from writing newspaper news, to being an editor, from many branches of print media to digital communication, social media and corporate communication solutions.

My main focus has become to be able to work in the field of photography and video shooting, editing and production, create a brand identity from scratch after producing content, and solve all communication problems in 360 degrees while creating these identities.

There are also projects that I have been working on and carrying out related to the NFT, crypto currency and metaverse universes, which are the popularized focuses of today.

While I am looking forward to what each new day will bring, I am trying to add everything about communication to myself. No giving up, keep fighting.

Key Specialties: Digital Marketing, Management, Target Audience Analysis, Monitoring & Reporting, Digital Strategies...

Deneyim

Lydian Agency
Founder

Moda'da Ters Yönde Giden
Sürücünün Öldürdüğü Tarçın'ın
Heykeli Dikiliyor
Permakültür Bahçesi 2 Yaşında!

Ocak 2014 - Present (11 yıl 10 ay)

Türkiye

What can I say about Lydian? The footsteps of this revolution, which started with Facebook in 2014, with the introduction of social media into our lives and becoming a part of it, affected me as well as everyone else. Brands wanted to enter this platform gradually, but as it was a new formation, its experts and experts were also very few. In this way, I started to make some minimal breakthroughs in this field. With the passage of time and the increase in my experience, the people and brands that I gave fixed service started to drop. However, I made the current operation legal and institutional and gathered it under the name Lydian Agency. Over time, I added colleagues to help me. As of 2025, with a team of 15 people, Lydian continues its motto "story writing".

Serbest çalışan

Digital Marketing Consultant

Ocak 2014 - Present (11 yıl 10 ay)

Türkiye

I have been providing digital marketing consultancy to both individuals and legal entities for a while in digital marketing, which is my passion, to create and deliver the brand's digital marketing identity on a seasonal basis or from scratch. In line with the project, I start to work by taking the brand from its very foundation and determining its requirements. Afterwards, I work to achieve corporate and brand goals in line with the briefing.

Kendi işim

Content Manager

Haziran 2015 - Present (10 yıl 5 ay)

Türkiye

With the increase in my experience and the fact that I started producing new content every day, I took this to the next stage and started producing content strategies professionally. I am a content production and content strategist on many social media and communication platforms such as Instagram, Twitter, Snapchat, TikTok, YouTube, Discord, LinkedIn, Pinterest, WhatsApp and Telegram; newspapers, scripts, outdoor events, gaming and many more. There are hundreds of contents that I have created myself and published on various platforms.

Serbest çalışan

Creative Copywriter

Haziran 2016 - Present (9 yıl 5 ay)

Türkiye

After my last years with journalism, my main focus has now been the advertising sector, while I have turned to the PR field but my passion for journalism was haunting me. I still continue to do journalism as a freelancer. I continue to produce content and make special news based on an on-demand file topic and news and human stories. I work with human rights, non-governmental organizations and many organizations operating in the field of culture and art.

The adventure of “writing”, which worked in my blood from good to good with journalism, has evolved towards writing over the years and has also been included in my professional business life. As a freelancer, I have been writing articles, book completion, column writing, internet news entry and content writing for many special requests so far.

Multiplayer Agency

2 yıl 1 ay

PR & Marketing Manager

Şubat 2024 - Kasım 2024 (10 ay)

İstanbul, Türkiye

I am responsible for the PR & Marketing process of the multiplayer structure including all online and offline entities, company structures, and subsidiaries. Together with a 20-person PR & Marketing team, we execute the marketing process of the Multiplayer brand. While doing this, we have a lot of fun, refresh our game knowledge and consume a lot of coffee. Within Multiplayer, we have carried out successful projects with many brands that are the giants of the sector locally and globally.

Worked Brands: Age of Empires, Bethesda, Clubhouse, Conqueror's Blade, Deezer, DURACELL, EA Sports FIFA, FIAT, Gillette, İTOPYA, Knorr, logitech, Maximum Gaming, MediaMarkt, Monster Notebook, Monster Energy, MSI, Philips, PlayStation, Playstation Plus, PUBG, rollic, Samsung, Seagate, SteelSeries, Twitch, Yemeksepeti, Vodafone, tadım, Türkiye İş Bankası RIOT Games, Xbox, Xbox GamePass...

Digital Marketing Director

Kasım 2022 - Kasım 2024 (2 yıl 1 ay)

İstanbul, Türkiye

I work as a Digital Marketing Director at Multiplayer Agency (www.agency.multiplayer.com.tr), which operates 360 degrees in the field of

gaming in Turkey. By managing a team of 15 people, we bring brands together with the world of social media gaming. While doing this, we have a lot of fun, refresh our game knowledge and consume a lot of coffee. Within Multiplayer, we have carried out successful projects with many brands that are the giants of the sector locally and globally.

I work as a Social Media Manager at Multiplayer (www.multiplayer.com.tr), which operates 360 degrees in the field of gaming in Turkey. By managing a team of 10 people, we bring brands together with the world of social media gaming. While doing this, we have a lot of fun, refresh our game knowledge and consume a lot of coffee. Within Multiplayer, we have carried out successful projects with many brands that are the giants of the sector locally and globally.

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Multiplayer

Head of Social Media

Ekim 2019 - Kasım 2024 (5 yıl 2 ay)

İstanbul, Türkiye

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Serbest çalışan

Photographer / Videographer & Drone Operator

Eylül 2016 - Kasım 2019 (3 yıl 3 ay)

Türkiye

I have provided visual communication support-service to many individuals and legal entities in the field of photography & videography for a long time with my personal equipment. Nowadays, although I don't have the opportunity to take the camera in my hand and shoot actively, I continue to add vision creatively in many shooting operations that I participate in.

Filhakika

Co-Founder & Agency Head

Şubat 2017 - Ocak 2019 (2 yıl)

İstanbul, Türkiye

As an advertising agency, we provided digital marketing services to food-beverage, medicine and popular culture brands in the "Filhakika" initiative, which I established in line with my own digital marketing experiences and with a close colleague who also has competencies in digital marketing. After reaching 10+ brands on a permanent basis and starting to serve, it was an initiative that we had to end with my partner moving abroad.

Gazete Kadıköy

Journalist

Eylül 2015 - Aralık 2018 (3 yıl 4 ay)

Kadıköy, İstanbul, Türkiye

I worked as a journalist for Kadıköy Newspaper, which is the official print media organ of Kadıköy Municipality and holds the title of the longest-running local newspaper in Turkey. I have signed more than 500 articles from interview, human story, city, agenda, health, culture-art, sports, file topic and investigative journalism coverage. All the news I have done has been published both in the newspaper and on the website. Citations and compilations have been made from the news I have also made by many press organizations in the national media.

Kadıköy Belediyesi

Reporter & Communication Specialist

Eylül 2015 - Aralık 2018 (3 yıl 4 ay)

Kadıköy, İstanbul, Türkiye

I have been a correspondent for Kadıköy Municipality for about 3 years. I have been a correspondent for events, organizations, conferences, seminars, social activities, campaigns and services organized or participated in by Kadıköy

Municipality and I have been an intermediary in transferring the developments from the local municipality to the public.

MSC Store

Guitar Instructor

Ocak 2014 - Mart 2015 (1 yıl 3 ay)

Kadıköy, İstanbul, Türkiye

During my most crazy times, I found the best working environment for guitar and music, to which I devoted a long part of my life, both practical, technical and theoretical. MSC Store, located in a small business inn in Kadikoy-during my student years, I taught guitar maintenance, repair, promotion and guitar lessons in the music shop on a part-time or seasonal basis for a long time.

Eğitim

Marmara Üniversitesi

Master of Arts - MA, Advertising & Promotion

Marmara Üniversitesi

Bachelor's degree, Journalism

Marmara Üniversitesi

Bachelor's degree, Political Science and International Relations

Anadolu Üniversitesi

Bachelor's degree, Sociology

İstanbul Medeniyet Üniversitesi

Bachelor's degree, History of Science