



IRMAK ÇELİK Digital Marketing Specialist

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SUMMARY

6+ years of experience creating digital content, with hands-on experience in SEO, content marketing, WordPress management and digital marketing. Experienced in Google Ads, Meta Ads, AI-assisted content production and performance-oriented marketing. Alongside marketing, I create visual content through Canva, Adobe, CapCut and AI video tools. I also manage my own website (irmakcelik.com.tr), where I publish SEO-focused articles and editorial content. Passionate about combining creativity with data-driven marketing to help brands grow digitally.

WORK EXPERIENCE

Azim Medya

Digital Marketing Specialist | May 2026 – July 2026

- Planned and executed digital marketing strategies for client brands.
- Optimized websites through on-page SEO and keyword research.
- Supported Google Ads and Meta Ads campaign management.
- Produced SEO-driven content to improve organic visibility.
- Analyzed campaign performance and identified optimization opportunities.

Söylenti Dergi

Editor-in-Chief, Writer | Jan 2020 – Jan 2026

- Led digital content strategy and editorial planning.
- Managed a multidisciplinary editorial team and publishing workflow.
- Increased audience engagement through SEO-focused content planning.
- Coordinated website content management and digital publishing.

Medya SMART

Marketing Intern | May 2023 – Sep 2023

- Assisted with SEO optimization and website improvements.
- Produced digital content for social media platforms.
- Supported graphic design and visual content creation.
- Participated in digital marketing strategy meetings with clients.

PERSONAL WEBSITE & CONTENT PLATFORM

- irmakcelik.com.tr
- Developed and independently manage a WordPress-based content platform.
- Publish original articles, editorial publications and SEO-optimized content.
- Showcase my writing portfolio, digital publishing experience and personal brand.

Freelance Content Marketing & SEO Writer

Bionluk | Feb 2022 – Present

- Produced SEO-optimized blog articles and website content.
- Delivered English–Turkish localization projects.
- Created marketing copy, scripts and digital content for various industries.

General SEO Content & Copywriting Experience

Bionluk • GRL Bilişim • Mana Potu • Pagan Türkiye • Kaela Bridal • Oyun Günlüğü

- Produced 300+ SEO-optimized articles across technology, gaming, logistics and e-commerce.
- Developed blog content, landing page copy and marketing texts.
- Applied keyword research and on-page SEO best practices.
- Managed content publishing through WordPress and CMS platforms.

EDUCATION

Ege University

BA, International Relations and Affairs

Oct 2021 – Jun 2026

Anadolu University

BA, Business Administration and Management

Oct 2021 – August 2026

Mykolas Romeris University

BA, Political Science and Government (Erasmus Exchange)

Jan 2024 – Jun 2024

American Cultural Association Language Schools

B2, C1, C2 English Course and Certificate

Jan 2022 – Jun 2022

LICENSES & CERTIFICATIONS

Digital Marketing

- AI-Powered Digital Marketing – Habitat Association
- Marketing & Organic Search – Badi Etkinlik
- Artificial Intelligence Applications in Export: Customer Acquisition Techniques – GAİB
- Canva Stage Certificate
- Turkey Artificial Intelligence Summit 2025 (TRAI)

SEO / Marketing

- Sales & Marketing Internship – Social Office
- Social Media Content Production – Söylenti Dergi
- Project Management Processes – Badi Etkinlik

Entrepreneurship

- Green Transformation Expertise Program – TOBB ETÜ
- EntreComp4Transition
- UNSSC (United Nations System Staff College) Advisor – Green Marketing Challenge

SKILLS

Digital Marketing

SEO • Content Marketing • Content Strategy • Google Ads • Meta Ads • Social Media Management • Copywriting

Content & CMS

WordPress • Editorial Management • SEO Writing • Blog Management

Design & Video

Canva • Adobe Premiere Pro • CapCut Pro • Thumbnail Design

AI Tools

ChatGPT • Gemini • ElevenLabs • Kling AI • AI Content Creation

Productivity

Google Workspace • Microsoft Office • Notion • Trello • ClickUp • Buffer

Languages

Turkish (Native) • English (Advanced) • Spanish (Basic)