

BERKAY TURKER

All-round Marketer · Brand · Content · Commercial · Design

EU citizen · full right to work in the EU / Netherlands

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PROFILE

Design-trained, all-round marketer with 4+ years across brand, content, commercial and digital marketing, in both B2B and B2C. I work cross-functionally by default and take work the whole way: from strategy and consumer insight to copy, visuals, campaigns, SEO and the finished asset. Equally comfortable owning the idea and producing it myself. Known for turning complex input into clear, on-brand work that moves real numbers: leads, sales, engagement and search rankings.

EXPERIENCE

Digital Marketing Specialist

Nov 2024 – Jan 2026

AV Flexologic, Alphen aan den Rijn, Netherlands

- Stepped up to lead two flagship trade shows (**Labelexpo & K Show**) that leadership was set to cancel; ran them end to end as project manager, booth design and build, suppliers, logistics and sales coordination, generating **850 qualified leads that converted into 20+ machine sales** and revenue.
- Owned the digital channels and content creation across LinkedIn, email and web for international B2B markets, and built the brochures, product one-pagers, presentations and proposals the sales teams used to win business.
- Ran the newsletter programme for AV Flexologic and its sister brand Tech Sleeves (24 editions via Mailchimp and LinkedIn); one refurbished-equipment email **sold out all available stock on its first send**.
- Built campaigns through a cross-functional funnel: shaped the concept, pulled specs from engineering, aligned positioning with product managers and regional sales teams, then produced and launched across LinkedIn, email and offline channels.
- Translated complex technical features into clear customer benefits; managed segmented email programmes, workflows and performance reporting in HubSpot.
- Served as field marketer and project manager across the full event lifecycle, from planning and supplier coordination to on-site execution and post-show lead follow-up.

Content Writer (Staff Writer)

Mar 2024 – Sep 2024

TomTom, Amsterdam, Netherlands

- Authored long-form editorial that drew **10,000+ organic readers**, including a feature that **ranks on page one of Google for “history of cargo bikes,” alongside Wikipedia**.
- Ran the biweekly series “The Short Cut” and a set of long-form features, owning each from research to SEO-optimised publishing in the CMS.
- Built the link between the creative team and the social media department so creative content consistently reached social channels, closing a long-standing gap.
- Used AI tools to cut production time while holding editorial quality and a consistent brand voice in a global brand environment.

Communications Manager

Mar 2022 – Jul 2024

Erasmus Student Network Sweden, Stockholm

- Led the social media and campaign for the national event Sea Battle that delivered **3 Guinness World Records, 2,000+ paying participants and €200K+ in revenue**, the largest result in the network's history.
- Built a multi-channel strategy that grew member engagement +100% and social following +300%; lifted post engagement 50% using Google Analytics and Meta insights.
- Directed campaigns that boosted website traffic 30% and event participation 35%, and launched a merchandise campaign that grew sales 40% in three months.
- Coordinated a diverse, multicultural volunteer team and introduced a content calendar and proofreading process that raised quality across the network.

Communications Trainee

Aug 2022 – Feb 2023

EUSPA, EU Agency for the Space Programme, Prague

- Owned “Connect,” a weekly internal newsletter (20 editions), curating agency, EU and space stories for staff across the organisation.
- Maintained the agency's social media presence across campaigns including European Space Week and EUSPA Open Days, and supported events on-site.

- Produced content, illustrations and layouts for digital and printed ads, brochures and the corporate website, and supported the editorial calendar.

SELECTED PROJECTS & FREELANCE

- **HM Haartransplantatie:** designed the clinic's logo, wrote the entire bilingual (English & Dutch) website and ran on-page SEO and backlinks; the site now ranks high on Google in the Netherlands.
- **Branding:** built two complete concept identities from scratch (Scoox and a Braun concept, "Move"), logo, colour, type and applications.
- **Photography & video:** studio product, food and jewellery photography; a brand product film, and a music-video recreation built for an Adobe competition.
- **Earlier:** Marketing Communications Assistant, Makasar (2020); Graphic Design Intern, Studio Nord (2018–2019).

EDUCATION

MSc Communication: University of Gothenburg, Sweden (2021–2024)

Erasmus+ Media & Communication: Universidad San Jorge, Spain (2019–2020)

BA Visual Communication Design: Bahçeşehir University, Turkey (2017–2021)

SKILLS & TOOLS

Marketing: Brand & content marketing, copywriting, SEO, campaign management, social media, email marketing, field marketing & events, marketing analytics, B2B & B2C

Paid media: LinkedIn, Meta and Google Ads (budgets up to €10k / month)

Design & production: Photoshop, Illustrator, InDesign, Premiere; product photography; AI-assisted content

Platforms: HubSpot, Google Analytics, Monday.com, WordPress, Storyblok, Contentful, Mailchimp, Odoo

CERTIFICATIONS

- Google Digital Marketing & E-commerce; IBM Digital Marketing & Growth Hacking with GenAI; Meta Marketing Analytics (2026). Plus LinkedIn Learning (marketing, SEO and writing) and three Erasmus+ youth programmes across France, Italy and Poland.

LANGUAGES

English (fluent) · **Turkish** (native) · **Bulgarian** (intermediate) · **Dutch** (in progress)