



SENEM KAYAR

Creative Lead & Content Manager | Creator & Influencer Campaigns | Social-First Brand Storytelling | Philips, Nestlé, ASUS ROG

Istanbul, Turkey | +90 553 515 0831 | senemkayar93@yahoo.com | EU mobility available

JOB APPLIED FOR / OCCUPATIONAL FIELD

Content Manager, Creative Lead, Content Strategist | Influencer & Creator Campaign Management | Content Operations | Campaign Localization

ABOUT ME

Content strategist with 5+ years of experience across creator/influencer marketing, agency content operations, digital PR, social video production, and integrated campaign execution.

I turn brand briefs into creator-led content systems that perform; decoding the brief, identifying the cultural tension, building the creative framework, then adapting it across creators and channels without losing brand consistency.

My experience spans global consumer brands including Philips, Nestlé, ASUS ROG, NVIDIA Studio, Castrol, Koton, Karaca, Migros, Yves Rocher, Beko, Coca-Cola, and Novartis.

I'm currently expanding my growth content skill set across GA4, paid social creative fundamentals, B2B funnel planning and email marketing workflows; building on my existing experience in creator-led campaigns, campaign reporting, and SEO-aware content writing to connect brand storytelling with measurable business outcomes.

EU mobility: available for EU-based roles and relocation; eligible to live and work in the EU as the spouse of an EU citizen, subject to local registration processes.

Independent portfolio: built a personal portfolio site in Framer/Canva to present selected campaign work, strategic methodology, and AI-assisted creative experiments. I also run an independent AI-assisted content project exploring identity, relocation, cities, and modern loneliness through character-led visual storytelling.

WORK EXPERIENCE

Creative Lead & Operation Support | CreatorDen

Istanbul, Turkey (Remote) | February 2025 – Present

Operating as part of a central creative team providing content strategy and creative direction across multiple client brands — including Philips and Nestlé — each served by its own dedicated account team, rather than leading a fixed internal team. My role focuses on localizing global brand direction into Turkey-relevant influencer strategy, campaign structuring, and creator content systems.

Main activities and responsibilities

- Lead annual influencer communication planning for Philips and Nestlé in line with global brand direction.
- Localize global influencer briefs into locally relevant, insight-driven campaign strategies for Turkey.
- Build influencer content frameworks, campaign structures, and shared storytelling language across creator rosters.
- Use AI tools to accelerate research, ideation, and content structuring, while keeping strategic and editorial judgment human-led.
- Manage influencer content calendars, briefing, approval workflows, and campaign reporting.

Selected projects

- **Philips Café Aromis Launch:** Designed the influencer content framework “Senin Mükemmel Anın”, building on Philips' brand platform “find your own perfect.” Wrote individual reel scripts and shot flow for each of 15 macro-influencers to keep the roster aligned to the creative concept and brand guidelines. Result: 67M impressions, 19M reach across 31 content pieces.
- **Philips OneUp Launch:** Adapted brand-agency creative direction into individualized reel scripts for each macro-influencer, ensuring brief and guideline alignment across the roster for this cleaning-category product launch. Result: 44M views, 17M reach, 249K marketplace sessions, 3,000+ product sales.
- **Philips Lumea x Girl Math:** Developed the creative concept translating a trending social format into a beauty-investment content route across 9 creators. Result: 5.9M social reach, 43 content pieces.
- **Hepsiburada “The Trend Whisperer”:** Built the AI-driven creative/content system for this TikTok series, including AI persona development, scripting workflow, and end-to-end content production.
- **Nestlé Influencer Communication:** Plan and execute annual influencer communication strategy across multiple Nestlé sub-brands in Turkey, including brief localization, creator storytelling frameworks, and reporting.

Content Manager | WPP Media (Mindshare)

Istanbul, Turkey | September 2023 – February 2025

Managed a content strategy team (mentoring one senior content creator, reporting to the Content Director), preparing 360° integrated campaign concepts — spanning digital, social, and OOH — that translated client briefs into creative territories and channel strategy proposals for brands including Nestlé, Karaca, Migros, Koton, Turkcell, Castrol, Eczacıbaşı, İKSV, Betek Boya, Koç Holding, Arçelik, Yapı Kredi, N11, and Yves Rocher.

Selected contributions

- **Nestlé KitKat Chunky (Turkey Launch):** Proposed the creative concept behind the “KitKat Molası” campaign, including the Teoman artist collaboration, which was adopted into the brand's launch execution.
- **Karaca x Governors Ball (Oscars):** Delivered creative media strategy for Karaca's sponsorship of the Oscars' official Governors Ball (3rd consecutive year), including live-moment content proposals for the March 2026 event.
- **Migros Online (Migros Hemen, Sanalmarket, Mion, Migros Yemek):** Led ongoing influencer and digital collaboration strategy to support app adoption and usage across Migros' online platforms.
- **Koton x Zeynep Bastık Collection:** Initiated and managed the campaign collaboration with kizlarsoruyor.com (Turkey's GirlsAskGuys network), producing the “Koton Soruyor” content format and a branded video series that drove organic engagement in the hundreds of thousands among the platform's core audience.
- Led research and trend analysis to identify content opportunities and strengthen campaign reasoning across FMCG, retail, telecom, culture, beauty, banking, and e-commerce categories.
- Oversaw workflow, deadlines, feedback cycles, and quality control to keep creative output aligned with each brand's strategy.

Idea Creator | Influencer & Employer Brand Projects | Peak On Air Agency

Istanbul, Turkey | June 2022 – October 2023

Managed operations for ASUS EMEA's #DayOnewithROG back-to-school campaign across 10 countries and 25 global influencers, and authored the global visual content guideline for ASUS ROG ALLY's launch — shot lists, casting, dimensions, and captions — adopted across the same 10-country, 25-influencer rollout.

Selected contributions

- Contributed to the production team for ROG Ally's digital ad film and led YouTube influencer integration campaigns, including a market-specific collaboration in Egypt.
- Led employer-brand communication strategy and content development for Petrol Ofisi's career channels, working with HR to translate EVP and brand values into content.
- Developed the “Women Shaping Tomorrow” video series around gender equality, inclusion, and industry representation.

- Executed digital PR campaigns for Daiichi Sankyo TR, supporting company culture visibility and talent acquisition efforts.
- Managed NVIDIA Studio digital projects and the recurring Nkreatif contest.

Digital Content Manager | Darüşşafaka Cemiyeti

Istanbul, Turkey | January 2021 – December 2021

Acted as brand-side lead managing multiple external agencies — PR, creative, production, and social media — translating internal input from donor relations and program teams into agency briefs and overseeing delivery end-to-end.

- Managed a social media agency on retainer, briefing and revising monthly content plans across Instagram and LinkedIn.
- Sourced and managed a production agency to create 8 testimonial films for the Darüşşafaka Residences campaign.
- Led digital rebranding and SEO-optimized blog content for the foundation's website.
- Grew LinkedIn by 30%+ through a new institutional storytelling strategy.

Digital Content Manager | Mediakraft Turkey

Istanbul, Turkey | February 2019 – January 2021

- Produced and managed YouTube video and animation content across 4 entertainment/gaming channels (Oha Diyorum!, Yap Yap, Oyun Delisi, That's My Story), sustaining 500K+ average views per video over a full year.
- Managed localization and adaptation of animated content into 5 languages (Polish, Arabic, German, French, Italian).
- Developed and sold entertainment content partnerships with 50+ brands, including Cheetos, KFC, Wargaming, Dimes, Hepsiburada, and Mattel Games.

Account Executive | McCann Istanbul

Istanbul, Turkey | September 2018 – March 2019

- Managed client communication and operational delivery for conventional film production and ATL assets for Beko, Coca-Cola, and Novartis.
- Coordinated Beko TV commercial production and above-the-line assets including billboards and magazine placements.
- Translated client briefs into actionable guidance for creative teams and tracked invoicing and operational follow-up.

Internships | Medina Turgul DDB; Vodafone

Istanbul, Turkey | 2017; 2014

- Supported advertising, brand, and marketing communication processes.

EDUCATION AND TRAINING

BA, Media and Visual Arts | Koç University, College of Social Sciences and Humanities

Istanbul, Turkey | 2012 – 2017

Relevant fields: media studies, visual communication, digital culture, creative production, communication strategy.

High School Education | ENKA Schools Adapazarı

Adapazarı, Turkey | 2007 – 2012

CERTIFICATIONS

- HubSpot Content Marketing Certification — HubSpot Academy, 2026
- SEO in the Age of AI — HubSpot Academy, 2026

- In progress: HubSpot Inbound Certification
- In progress: AEO Fundamentals — HubSpot Academy

LANGUAGE SKILLS

Mother tongue: Turkish

English: C1 (Listening, Reading, Spoken Interaction, Spoken Production, Writing)

DIGITAL & GROWTH SKILLS

Content strategy | Creator & influencer campaign management | Social-first campaign planning | Global brief localization | Content calendar planning | Campaign reporting | SEO-aware content writing | AI-assisted content production | Framer | Canva

Currently strengthening: GA4 fundamentals | SEO strategy | B2B content funnel planning | Email marketing workflows | Paid social creative fundamentals

COMMUNICATION AND INTERPERSONAL SKILLS

- Strong client communication and stakeholder management experience across agency, brand, and non-profit environments.
- Experienced in translating brand objectives and global directions into clear, locally relevant creative briefs.
- Skilled in working with influencers, creators, production teams, global brand teams, HR teams, and media/planning departments.

ORGANISATIONAL AND MANAGERIAL SKILLS

- Annual campaign planning and operational roadmap development.
- Multi-country influencer campaign coordination.
- Content team workflow management, deadline tracking, and feedback-cycle coordination.
- End-to-end campaign execution from strategy and briefing to publishing, reporting, and post-campaign evaluation.

SELECTED ACHIEVEMENTS

- Designed the influencer content framework for Philips Café Aromis, generating 67M impressions and 19M reach across 31 content pieces from 15 creators.
- Led multi-influencer execution for the Philips OneUp launch, contributing to 44M views, 17M reach, and 3,000+ product sales.
- Authored ASUS ROG ALLY's global launch content guidelines and operated ASUS EMEA's #DayOnewithROG influencer campaign across 10 countries and 25 global influencers.
- Initiated the Koton x Zeynep Bastık collaboration with kizlarsoruyor.com, driving organic engagement in the hundreds of thousands.
- Proposed the creative concept behind Nestlé KitKat Chunky's "KitKat Molası" campaign with artist Teoman.
- Grew Darüşşafaka's LinkedIn following by 30%+ through a new content and SEO-driven blog strategy.
- Sustained 500K+ average YouTube views per video over a full year across 4 entertainment channels at Mediakraft.

ADDITIONAL INFORMATION

Portfolio and independent content work

Campaign portfolio: a personal Framer website (designed in Canva) presenting selected campaign work and strategic methodology.

StateOfSultan: an independent, AI-assisted content project exploring identity, relocation, and modern loneliness through character-led visual storytelling — a space for experimenting with new content tools and formats.

Client and brand experience

Philips, Nestlé, Castrol, Koton, ASUS ROG, NVIDIA Studio, Daiichi Sankyo, Petrol Ofisi, Yves Rocher, Karaca, Migros, Turkcell, Eczacıbaşı, İKSV, Betek Boya, Koç Holding, Arçelik, Yapı Kredi, N11, Beko, Coca-Cola, Novartis, Cheetos, Dimes, Hepsiburada, Wargaming, Mattel Games, KFC.