



# ELIF BAYDAR SEN

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I am a marketing professional with a diverse background in a variety of industries. I have strong analytical skills, mentor junior team members and work effectively as a team player. I am adaptable and work efficiently under pressure to ensure high quality results. I have developed strong communication skills since university and have spent approximately four years managing social media for brands in sectors such as fashion, construction, entertainment, food and drink, health, finance, tourism, large corporations and start-ups. My expertise includes social media marketing, strategy development, communications and brand management. I manage both long and short term projects and excel in real-time communications and crisis management.

## WORK EXPERIENCE

### Sr.Social Media Specialist, One Digital Agency

November 2019 - 2020

- Developed social media strategy across all platforms (Facebook, YouTube, LinkedIn, Instagram, X (Twitter), TikTok) with a focus on achieving key performance indicators (KPIs).
- Trello was used to track work. Meta Business and Google Analytics were used for reporting,
- In line with KPIs, created and managed content,
- Community management,
- Advertising and campaign management, including KPI analysis and reporting,
- Monitored trends and competition,
- Created content compatible with SEO and SEM,
- Provided crisis management,
- Established influencer or YouTuber collaborations and partnerships,
- Used Canva to create basic designs,
- Attended events for live content creation sharing and shot photos and videos for social media,
- Provided social media training and information to team members and other departments.

*Some of the brands and clients I work with are Giochi Preziosi, Türkiye Petrolleri, Kütahya Porselen, Elexus Hotel, AVVA.*

### Sr. Social Media Specialist, Digital Partners Agency

June 2017- February 2019

- Developed social media strategy across all platforms with a focus on achieving KPIs,
- In line with KPIs, created and managed content,
- Google Meets was used for business tracking, Meta Business, Google Analytics, Hootsuit and Socialty.io were used for reporting and monitoring,
- Community management and monitored trends and competition,
- Created content compatible with SEO and SEM,
- Client management was carried out,
- Provided crisis management,
- Established influencer or YouTuber collaborations and partnerships,
- Attended events for live content creation and sharing (shot photos and videos)
- Tracked project timelines, Interns were trained and helped to find jobs.

*Some of the brands and clients I work with are Taç, Mall of İstanbul AVM, Trump AVM ve KidzMondo, Viessmann, Alfar Cosmetics(Catherine Arley, Elite Cosmetics), Sur Yapı, Aryom İnşaat (Aryom Kuru Projesi), TorunlarGYO (Artı Sahne, Torun Center, 5. Levent Projesi), BTA Food&Services Group (Cake's andBake's, Tickerdaze ve Tadında Anadolu), Central Rent a Car, Tatile Merhaba (Online Travel Agent),Tekfen Gayrimenkul.*

**Account Executive, Marka Sokak Agency****November 2016 - May 2017**

- Ongoing communication with the client ensured customer satisfaction, managed customer expectations and forwarded requests to the relevant departments within the agency.
- Client project calendars were created, process monitoring and timely delivery ensured.
- Developed advertising and marketing strategies in line with the client's KPIs and carried out market analysis.
- Prepared presentations and budgets for projects against the client's brief and tracked costs.
- Campaign results were analysed, performance reports were produced and suggestions for improvement were presented.
- Developed proactive approaches and crisis management in potential crisis situations.

*Some of the brands and clients I work with are Mutlu Makarnacılık A.Ş., Skyland İstanbul, Royal Hali, Pierre Cardin Hali, Atlas Hali.*

**Jr. Account Executive, MyMarkTeam Agency****June 2016 - October 2016**

- Assisted the account manager with day-to-day tasks such as filing, data entry and documentation.
- Answered phone calls and emails from clients or directed them to the appropriate person.
- Taken meeting notes, shared with all areas of the agency and prepared necessary reports.
- Provided necessary information to creative team and other departments.
- Prepared presentations and reports for client meetings.
- Invoice transactions were tracked, shared with clients and followed up.
- Generated ideas for advertising campaigns and made suggestions.

*Some of the brands and clients I work with are Bayer, Royal Canin, Çetinkaya, EnPlus, Ertek, Lava, BabyLiss.*

**EDUCATION**

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**Master's Degree in Cinema and TV****September 2015 - August 2019**

Anadolu University

- Social Sciences Institute / Performing and Visual Arts
- Thesis on "A feminist view of women's representations of female directors in Turkish cinema after 2000: Case study of Yesim Ustaoglu and Cigdem Vitrinel".

**Bachelor Degree in Communication Design and Management****September 2007 - Jun 2013**

Anadolu University

- Faculty of Communication Sciences

**ADDITIONAL INFORMATION**

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- **Technical Skills:** Hootsuite, Trello, Socialty.io, Canva, Microsoft Office (Word, Excel, 365, Teams, Outlook)
- **Languages:** English (Fluency), Turkish (Native), Norwegian (Elementary)
- **Certifications:**
  - Course Google Attract and Engage Customers with Digital Marketing (Coursera)
  - Foundations of Digital Marketing and E-commerce (Coursera)
  - Social Media Expertise Training (Webrazzi-İstanbul Bilgi University)
  - Pedagogical Formation Certificate Program (Anadolu University)

**REFERENCES**

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References will be provided upon request.