



DENİZ ALTIOK ERDURAN

CURRICULUM VITAE

Layout and Design Editor | Social Media Manager | Content Creator | Video Editor



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PROFILE

Art and Design MA student at İzmir Demokrasi University, Layout and Design Editor of the Journal of Emerging Minds in Undergraduate Research (JEMUR) and Social Media Manager for ICETOL. Trained in radio, television and cinema, I bring nearly a decade of experience in social media management, creative content production, video editing and SEO, including four years as project manager for around 60 sports news websites and a 10-person editorial team. My work connects editorial layout and typography with visual storytelling, and my research looks at visual rhetoric in news and sports media.

CORE EXPERTISE

- Editorial Layout, Typography and Page Design
- Creative Content Production and Copywriting
- SEO and Web Content Management
- Social Media Strategy and Campaign Management
- Video Editing and Visual Storytelling
- Photography, Menu Design and Art Direction

CURRENT ROLES

Layout and Design Editor

2026 - Present

Journal of Emerging Minds in Undergraduate Research (JEMUR) | Türkiye

Social Media Manager

2026 - Present

ICETOL - International Conference on Educational Technology and Online Learning | International

EDUCATION

MA in Art and Design

Present

İzmir Demokrasi University

BA in Child Development

2020 - Present

İstanbul University | Remote

BA in Radio, Television and Cinema

2013 - 2018

Ankara University | GPA 3.03

PUBLICATIONS

JOURNAL ARTICLE

1. Altıok Erduran, D. (2026). The geometry of headlines: Typography, page position, and visual rhetoric in Turkish newspaper front pages after Galatasaray's 2000 UEFA Cup victory. *Journal of Emerging Minds in Undergraduate Research*, 1(1), 21-37.
<https://doi.org/10.5281/zenodo.21828211>

SHORT FILMS

Eski (The Old)

Fiction | 16:51 | Kastamonu, August 2017 | 29th Ankara Film Festival, National Short Film Competition (2018)

Kalmakla Çevrili (Surrounded by Survival)

Fiction | 15:35 | Çankırı, April 2018

Döngü (The Loop)

Fiction | 4:12 | Ordu-Ünye, December 2017

Devinim (Motion)

Fiction | 6:04 | Ankara, June 2017

Roles across the films: art director, screenwriter and set photographer.

PROFESSIONAL EXPERIENCE

Social Media Manager

Apr 2024 - Apr 2025

İxora Cosmetics | Ankara, Türkiye

- Supervised a creative team of two graphic designers and one SEO specialist.
- Managed and optimised social media advertising campaigns to grow brand awareness and engagement.
- Built content strategies aligned with current SEO trends and graphic design practice.
- Kept brand messaging consistent across platforms and responded promptly to customer feedback.

Project Manager - Freelance Content Creator and SEO Specialist

Jan 2021 - Jan 2025

Freelance | Remote

- Managed the administration and content production of nearly 60 sports news websites.
- Led a team of 10, running the editorial and approval process for every site.
- Tracked and refined the SEO performance of published content.
- Prepared and edited the media assets published on the sites.

Social Media Manager

2021

Yeşilçam Coffee House | Mersin, Türkiye

- Ran visual, video and story campaigns and paid advertising on Instagram and Facebook.

Social Media Manager

2020 - 2021

Mersin Konuk Coffee House | Mersin, Türkiye

- Ran visual, video and story campaigns and advertising on Instagram and Facebook.
- Photographed and filmed the menu and designed the menus.

Social Media Manager

2019 - 2021

Mersin Life Guide | Mersin, Türkiye

- Founded Mersin Life Guide, an Instagram platform announcing the city's arts and culture events.
- Managed its visual, video and story campaigns across Instagram, Facebook and the website.

Social Media Manager

2019 - 2020

Salad&Salad Restaurant | Mersin, Türkiye

- Ran visual, video and story campaigns and advertising on Instagram and Facebook.
- Photographed and filmed the menu; designed the menus and daily campaign posters.

Creative Content Editor

2019 - 2020

Bilge Film & Advertising | Mersin, Türkiye

- Created content for projects of Mersin Metropolitan Municipality and district municipalities.
- Developed project ideas, prepared presentations and worked with graphic designers on visuals.

Creative Content Editor

2019

Ekran İşleri / Nolu | Remote

- Wrote and presented content on TV series for television and online audiences.

Creative Content Editor and Voice-over Artist

2016 - 2019

birmasal.com / masaldinle.tv | Remote

- Wrote pedagogically reviewed fairy tales for children and narrated original and anonymous tales.
- Shaped new stories through surveys with children in several schools.

Social Media Specialist

2016 - 2017

Karikatür Bi Coffee House | Ankara, Türkiye

- Ran visual, video and story campaigns and advertising on Instagram and Facebook.

Intern - Production Department

2015

Turkish Radio and Television (TRT) | Ankara, Türkiye

- Observed the shooting and editing stages of programmes produced for television.

Intern

2014

Doğan News Agency (DHA) | Mersin, Türkiye

- Researched and prepared news content.

TOOLS AND CREATIVE SKILLS

Design and Layout	Editorial Layout, Typography, Colour Theory, Visual Hierarchy, Menu and Poster Design, Canva, Adobe Express
Video and Photo	Adobe Premiere Pro, Final Cut Pro, CapCut, VITA, Photo and Video Editing, Set Photography
Social Media and SEO	Meta Business Suite, Content Planning, Advertising Campaigns, Community Management, SEO
Storytelling	Scriptwriting, Fairy Tale Writing and Narration, Voice-over, Microsoft Office

SELECTED SOCIAL MEDIA AND CONTENT PROJECTS

JEMUR Journal Design

Issue covers, article templates and page layouts

ICETOL

Conference social media content and visual design

İxora Cosmetics

Product visuals and social media campaigns

90+Deniz

Football content series: a woman's voice in football

Salad&Salad and Konuk Kahvesi

Menu photography, menu design and campaign posters

YouTube - Vlogs and Culture Routes

Vlogs, film and series reviews and festival coverage in Mersin

CERTIFICATIONS AND TRAINING

- Body Language Certificate - Ministry of National Education
- New Media - Hypers Media Academy
- Life Coaching and Fairy Tale Therapist Training - SEM Academy
- Child Safeguarding Training - Support to Life
- Social Media Certificate - Bilge İş
- Storytelling Therapy Training - SEM Academy
- Child Protection Training - Support to Life
- Sea Turtle Monitoring and Conservation - EKADS

LANGUAGES

Turkish • Native

English • Intermediate