

Fatma ARSAN

935 Broad Street Bloomfield, NJ ✦ Phone +1 (551) 202 9793

fatmaarsan@gmail.com ✦ <https://www.linkedin.com/in/fatmaarsan>

PROFESSIONAL EXPERIENCE

TELECOM INDUSTRY

- ✓ TURKCELL (Istanbul)
 - ✓ TTECH (Istanbul)
 - ✓ SUPERONLINE(Istanbul)
 - ✓ KKTCELL (Cyprus)
 - ✓ BEST (Belarus)
 - ✓ LIFE (Kiev)
 - ✓ AVEA (Istanbul)
- 2010-2015

DIGITAL AGENCY

- ✓ NEXUM
 - ✓ UPLOAD
 - ✓ EFFECT MULTIMEDIA
 - ✓ SIEMENS
 - ✓ ILTEK MULTIMEDIA
- 2005-2010

MULTIMEDIA AGENCY

- ✓ ILTEK MULTIMEDIA

KOC HOLDING, SABANCI
HOLDING, KARSAN, TOFAS,
FIAT, AYGAZ, ECZACIBASI
1997-2005

SENIOR DIGITAL MARKETING SPECIALIST & PRODUCT MANAGER

- Manages Websites, portals, apps and social media projects with various design team disciplines and workstreams from beginning to end & controlling projects budgets and schedules; supervising the quality of the projects.
- Participate or lead global development projects
- Google SEO SEM web site traffic growth, web site UI and advertising revenue
- Reports & analysis

PROJECT MANAGER & CREATIVE DIRECTOR & ACCOUNT EXECUTIVE

- Hunting new trends and turning them into innovative marketing tools
- Understanding customers needs and developing proper projects for them
- Preparing the project plan, application's feature list and budget of the potential project
- Track and manage workload through request tools to meet SLA's
- Managed the creative work in web and print media for ALTIVI

MULTIMEDIA DESIGNER & DEVELOPER

- Experienced with digital technologies such as Multivision, cd-i/cd-rom/multimedia/video capture and formats, web accessibility, interactive environments, mobile content and devices, application development frameworks, and learning/content management systems
- Experience designing and developing for CMS-based web architectures (JIRA, Drupal, Wordpress, Blogspot)

FREELANCE EXPERIENCE

- ✓ WEB DESIGN
- ✓ LOGO DESIGN
- ✓ WORDPRESS
- ✓ BLOG
- ✓ SOCIAL MEDIA

GRAPHIC & WEB DESIGNER & MULTIMEDIA PROGRAMMER

- INSTAGRAM-FB-TWITTER-PINTEREST Page Management
- Graphic Design – Web Design – Multimedia Design
- WORDPRESS – BLOGSPOT – DRUPAL

EDUCATION

1994-1998

Bachelor's Degree

Marmara University | FACULTY OF COMMUNICATION
Journaslism-Public Relations and Publicity (Istanbul/TURKEY)

PROFESSIONAL SKILLS

15+ year work experience in managing complex digital projects
Advanced knowledge of Adobe CS6 Photoshop, Illustrator, InDesign, Dreamweaver, Flash, ActionScript, Director-Lingo and Quark Xpress HTML, CSS, JavaScript/jQuery, ASP, XML, Visual Basic, ActionScript, Lingo.

REFERENCES

ALI USTUNDAG – austundag@iltekmedia.com
Founder at Iltek Communication Services & Curator TEDxReset

ARLIN CICEKCI – i-arcice@microsoft.com
Marketing Lead Middle East and Africa at MICROSOFT

ESRA OZISKENDER – Eoziskender@fedcap.org
Founder at HRLINK & Executive Recruiter at FEDCAP