MAHMUT EFE YILMAZ

Brand, Marketing & Communications

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PROFILE

Early-career Brand, Marketing & Communications professional and final-year Film & Television student with experience in brand communication, campaign development and corporate communications. Contributed to campaign projects for Ülker brands including Çizi, CocoStar and Altınbaşak at Viralix, and supported internal and external communications during Birevim's rebranding process. Skilled at turning consumer insights and cultural trends into communication and campaign ideas across digital channels. Second-place winner at **UniChallenge+ 2026** and **Çaylak Kampı 2026**.

EDUCATION

B.A. in Film and Television, Faculty of Fine Arts — Mimar Sinan Fine Arts University *[2023 - 2027]*

EXPERIENCE

Creative Copywriter - Viralix *[06/2026 - 08/2026]*
- Developed campaign concepts for Ülker brands including Çizi, Çizi Çıtır, CocoStar, Altınbaşak, and Ülker Çikolatalı Gofret.
- Turned trends and audience insights into creative concepts aligned with each brand's identity and target audience.
- Wrote digital copy and developed creative ideas for social media content.

AI Creative - Kibritkafa *[04/2026 - Present]*
- Develop advertising concepts for portfolio projects featuring Mavi, Vans, Ford, Harley-Davidson and Maybelline.
- Take projects from creative brief to final visual and video execution, working across copywriting, directing and editing.

Corporate Communications Junior Specialist - Birevim *[11/2025 - 06/2026]*
- Supported internal and external communications during the company's rebranding process.
- Developed campaign content and brand messaging for different communication channels and audiences.

Strategy Team Lead - Yirmi *[12/2025 - 06/2026]*
- Led creative strategy for a new social media application, developing content pillars and user engagement ideas.
- Developed concepts for app UI, in-app messaging and interactive features.

Copywriter Intern - Treenova Creative *[05/2024 - 07/2024]*
- Wrote campaign and brand copy for Daily Perfection, Köksan, and Kadooğlu.

SELECTED CREATIVE PROJECTS

Independent Case Studies *[05/2025 - 08/2026]*
- Developed brand campaign concepts for competition briefs from Logitech, Cornetto, Burger King, Ford, Akbank, and Karnaval App.
- Developed each case from brief interpretation and insight to campaign concept, copy and execution ideas.

AWARDS & COMPETITIONS

- **Second Place - UniChallenge+ 2026**
- **Second Place – Çaylak Kampı 2026**
- Selected Participant - L'Oréal Brandstorm 2026

ADDITIONAL CREATIVE EXPERIENCE

Communications Specialist - LookAd Uni *[03/2026 - Present]*
- Manage brand communication and develop social media content and video concepts.

Content Writer - Soylenti Dergi *[02/2026 - Present]*
- Write articles on cinema, arts, culture, and social psychology.

Independent Content Creator *[04/2026 - Present]*
- Create social media content about cinema, advertising, daily vlogs, marketing trends and culture.

Head of Media - MSGSU Environment & Climate Club *[04/2024 - 12/2024]*
- Led social media content planning and creative production, developing campaign ideas and coordinating the student content team.

CORE SKILLS

Brand & Strategy: Brand Communication • Consumer Insight • Brand Strategy • Trend & Culture Research • Market Research

Creative & Copy: Creative Copywriting • Campaign Ideation • Concept Development • Creative Strategy • Brand Messaging

AI & Production: Midjourney • Kling • Seedance • Higgsfield • Adobe Premiere Pro • Adobe After Effects • DaVinci Resolve

Languages: English - C1 • German - B1

CERTIFICATIONS & PROGRAMS

- McKinsey Forward Program Certificate
- Aspire Leaders Program
- Kid Comms Camp #2025, Brand Week
- Digital & Influencer Marketing, Brand Management YEA Academy