

BELEMIR KOC ILBAKAN

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Senior Visual Designer | Brand Designer | Creative Strategist | Motion & AI-Driven Campaigns

PERSONAL SUMMARY

- Senior Visual Designer, Brand Designer, and Creative Strategist with 7+ years developing brand and marketing experiences for global technology brands, spanning campaign concept, art direction, motion, and conversion-focused digital design across B2B technology, digital marketing, corporate communications, and AI-driven campaigns.
- Delivered work across 40+ brands and 40–50 campaigns, producing 3,000+ creative assets, 150+ videos, and 20–30 landing pages that connect brand strategy to measurable engagement.
- Draws on an academic background in sociology to bring a human-centred perspective to brand communication, combined with early, hands-on adoption of AI creative tools.
- Adept at bridging product, marketing, agency, and development teams and managing the full creative process from concept to final production. Award-winning: Brandverse Awards 2024.

CORE COMPETENCIES

Creative & Brand Strategy: Creative Strategy • Art Direction • Brand Positioning • Visual Storytelling • Creative Brief Development • Campaign Development • Copywriting • Brand Identity Systems • Event Branding

Marketing & Performance: B2B Marketing • Email Marketing • Content Strategy • Landing Page Development • LinkedIn Marketing • SEO • A/B Testing • Campaign Analytics

Design & Production: Motion Design • Video Editing • Digital Design • Print Production • Infographics & Data Visualisation • UI Design • UX Optimisation • Presentation Design

Artificial Intelligence: ChatGPT • Claude • Gemini • Midjourney • Adobe Firefly • Abacus AI • Prompt Engineering

Platforms & Tools: Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe After Effects • Adobe Premiere Pro • Adobe XD • WordPress • Mailchimp • Related Digital • Semrush • SAP • Notion • Microsoft Teams

Industry Expertise: Technology • SaaS • Artificial Intelligence • Digital Marketing • Corporate Communication • Event Marketing • Brand Experience • B2B Ecosystems

PROFESSIONAL EXPERIENCE

Intract Innovation & Consultancy | Creative Content Specialist | Aug 2025 – Oct 2025

- Produced digital assets, social media content, newsletters, and websites for Horizon Europe projects.
- Managed creative processes for ARISE, HERMES, WILSON, PROSPECTS 5.0, and UnitedCircles initiatives.
- Expanded HTML, CMS, and stakeholder management expertise.

Arena | Digital Marketing Designer → Digital Marketing & Creative Specialist → Creative Strategist | Dec 2020 – Feb 2025

- Led end-to-end creative operations for 20+ global technology brands, including Microsoft, Dell, Huawei, SanDisk, Rapoo, Thomson TV, Trend Micro, and APC by Schneider Electric, from concept to final production.
- Bridged product, marketing, agency, and development teams to ensure consistent brand communication across multiple channels.
- Managed creative strategy, campaign development, motion design, event branding, landing pages, email marketing campaigns, and print production processes.
- Coordinated agency and freelancer relationships while overseeing briefing, revision, and quality assurance processes.
- Managed LinkedIn newsletters, quarterly content strategies, and social media initiatives.
- Optimised campaign performance through data analysis, audience segmentation, and A/B testing.

SELECTED ACHIEVEMENTS

THOMSON TV LAUNCH (TURKEY)

- Led the creative development and execution of Thomson TV's launch campaign across six communication channels, including social media, email marketing, motion design, event branding, outdoor advertising, and printed materials.
- Generated more than 1,000 direct customer enquiries and secured visibility across more than ten national media outlets.

MICROSOFT CLOUD SUMMIT

- Designed the complete visual identity system, keynote presentation materials, motion graphics, event assets, digital campaigns, and printed materials for Microsoft's flagship event.

DELL PARTNER SUMMIT

- Developed the end-to-end visual communication system for Dell's partner event hosted at Esma Sultan Mansion, ensuring a consistent brand experience across all touchpoints.

BRANDVERSE AWARDS 2024 — “TEACHING GENDER EQUALITY TO AI”

- Led the visual communication strategy for the "We Teach Gender Equality to Artificial Intelligence" campaign, which received the Bronze Award in the Social Media category at the 2024 Brandverse Awards.
- Recognised as the only award given in its category tier that year — ahead of a major national retailer — earning organic LinkedIn reach and national marketing-press coverage.

EMAIL MARKETING PERFORMANCE OPTIMISATION

- Improved click-through rates (CTR) by approximately 18–25% through audience segmentation, A/B testing, and conversion-focused design improvements.

OctoStory | Graphic Designer & Copywriter | Aug 2019 – Sep 2020

- Developed campaign concepts, presentation materials, social media content, and advertising copy.
- Contributed to campaigns for e-bebek, Provam, and Wellcare.
- Participated in the production of the "Anneler İsyanda" campaign, which generated more than 2.6 million YouTube views.

Estima Research & Consultancy | Graphic Designer | Aug 2018 – Sep 2019

- Designed executive presentations, dashboards, and infographic reports for Turkcell, Eti, Avon, Ford, and Mey Diageo.
- Managed UI and UX processes for mobile applications.
- Produced customer journey maps, push notifications, and digital campaign assets.

Havas Istanbul | Copywriter Intern | Apr 2017 – Dec 2017

- Developed advertising concepts, copy, presentations, and content strategies for leading brands, including Peugeot, Mitsubishi, Durex, İstikbal, Petlas, SOCAR, and Kamil Koç.
- Contributed to the Mitsubishi L200 campaign as part of the creative team.

AWARDS

- Brandverse Awards 2024 | Bronze Winner | Social Media Campaign (B2B)

EDUCATION

Mimar Sinan Fine Arts University | Bachelor's Degree, Sociology | 2012–2017

CERTIFICATIONS

- Harvard Business School Online | Remote Work Revolution for Everyone (2024)
- Microsoft & LinkedIn | Career Essentials in Project Management (2024)
- Apple Search Ads Certification (2024)
- LinkedIn Learning | Generative AI for Digital Marketers (2023)

LANGUAGES

Turkish (Native) | English (Professional Working Proficiency – B2+)