



Öykü Altay

Professional summary

I am a well-rounded marketer and designer with extensive experience in project management, public relations, and digital branding. Holding a Bachelor's in Graphic Design and an MSc in Marketing and Brand Management, I offer a unique blend of creative and strategic skills. My work in tourism, entertainment, and sports has equipped me to thrive in fast-paced environments, adeptly planning and managing marketing projects, especially social media campaigns. As a confident communicator and natural collaborator, I excel in presenting ideas and guiding creative development to ensure brand consistency and innovation. My strong analytical and problem-solving abilities, creative flair, and keen eye for detail, combined with proficiency in digital marketing tools and Adobe Creative Suite, enable me to deliver projects from concept to completion. A commercially aware go-getter by nature, I am skilled in taking initiative and proposing new ideas. My background in UX/UI, branding, and digital design, and my passion for enriching customer experiences through innovative ideas, make me a valuable asset in any marketing or design role.

Work history

Tale of Talents - Founder Manager and Brand Designer

London, England

06/2021 - 01/2024

- Made strategic decisions to guide company's growth and expansion.
- Launched new, innovative projects based on customer demand.
- Maintained agile, responsible organisation with sustained revenue growth by monitoring industry forecasts, honing budgets and adjusting marketing strategies.
- Networked with industry leaders, cultivating mutually beneficial partnerships.
- The entire brand identity: its concept, content, values
- Content design for the social media, Visuals on Adobe Creative Suit.

Tale Design Ltd - Freelance Graphic Designer

London, England

06/2020 - 01/2024

- Provided graphic design, brand strategy services including consultancy.
- Focus areas digital design, branding and identity, UX/UI.
- Created visual content for social media campaigns, focusing on meeting quality goals and maximising engagement.
- Mastered Adobe Creative Suite and Photoshop Illustrator to support design work and image editing needs.
- Oversaw design development from concept to completion, including branding graphics, digital design and marketing collateral.

✉ altayoyku98@gmail.com

☎ +447826737343

📍 8 Kew Bridge Road, London, Brentford, TW8 0FD

🌐 Turkish

🔗 <https://www.oykualtay.uk/about>

Skills and Certificates

- **UX,UI Design Course Certificate, Experience Hause, 2023**

Product Design inc. UX & UI. Skills: Figma and online presentation skills.

- **CIM Certificate in Professional Digital Marketing 2024**

Knowledge in Marketing channel management including email, web analytics, CMS, CRM. Skilled in IMC (integrated marketing communication). Marketing tools and trends, and experience in social media (B2B) planning, execution, and management.

- **PROGRAMS :** Proficient in all things Adobe Creative Suite. Mainly using Illustrator, Photoshop , After Effects, In Design, XD. Wordpress, Editorpress , Wix, Microsoft: Word, Excel, PowerPoint

- **Project Management & Public Relations, Initiative & Innovation, Analytical & Problem-Solving, Creative Development, Communication & Collaboration, Independent & Team Work, Customer Experience, Industry Experience**

The Pembridge Airbnb Hotel - Coordination Manager

London, England

09/2023 - 10/2023

- Addressed customer complaints and resolve issues.
- Multi-tasked to keep customer service level at optimal capacity at peak times.

Seans Organization - Intern Digital / Brand Designer

Antalya, Turkey

05/2017 - 01/2020

Occasionally, working with Seans as a freelance brand designer and content creator.

- Web design and social media content design
- Used problem-solving skills to resolve challenges and prioritise workload.
- Established and nurtured positive professional relationships within working environments.
- Worked productively with team members to achieve common goals.
- Showed initiative and willingness to take on new challenges.
- Managed time effectively to meet deadlines.

Languages

English

Fluent

Turkish

Native

Spanish

Beginner

Hobbies and interest

- Professional Dancer / Stage Artist
- Certificated Personal Trainer

Education

01/2024 - Current

Kingston University

Kingston upon Thames, KTT

Master of Business Administration:
Marketing and Brand Management

09/2018 - 06/2021

University of Hertfordshire

Hatfield, DNC

Bachelor of Arts: Graphic Design

Notable Projects, Live Briefs

- DixonBaxi: Created the Brand Identity for SKY Originals.
- Checkland Kindleysides: Re-branded Pizza Express.
- Droga5: Developed a campaign for Amazon Alexa.
- KOTO: Launched a new brand.
- D&AD: Refreshed Grey Poupon's brand identity for D&AD New Blood Awards 2021.

09/2016 - 06/2017

EF Academy

Oxford, Oxfordshire

Foundation Degree in Arts: Arts