

Yusuf Kerim Altay

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Experience

OKX TR — Social Media Content Creator (Project-Based) *07.2026 - Present*

- Developed content concepts and wrote scripts for short-form videos covering cryptocurrency, fintech, and campaign communication.
- Produced and edited social media videos from concept to final delivery.
- Contributed to the production of an OKX TR advertising campaign that generated over 19.5 million views.
- Turned complex crypto topics and campaign details into clear, engaging, and brand-aligned social media content.

SMARTUP NETWORK — Digital Marketing Specialist *08.2023 - Present*

- Managed social media channels and developed digital content to support brand communication and online visibility.
- Produced and edited promotional and social media videos for digital marketing campaigns.
- Designed and developed the company's website, focusing on user experience, responsive design, and conversion-oriented interfaces.
- Implemented a Zapier–Slack automation to streamline form submissions and internal lead notifications.

YAVUZÇEHRE TEKSTİL — Corporate Communications Intern *03.2025 - 06.2025*

- Created employee-focused content for the Digiçehre internal communication platform.
- Coordinated communication between departments and external partners while supporting the “Sudan Sebepler” Photography Exhibition.
- Researched EU-funded projects and proposed event ideas for the Ali Yavuzçehre Foundation’s social responsibility initiatives.

CRYPTOPS — Social Media & Content Manager *01.2021 - 08.2024*

- Managed Twitter and Instagram accounts for CryptOps Türkiye and CryptOps News, supporting social media and digital marketing activities.
- Created weekly Web3 and technology-focused blog content for Merkeziyetsiz Haber and planned multi-platform content calendars to maintain consistent brand communication.
- Produced social media content for CryptOps client project Miracle Cash & More, supporting brand visibility and user acquisition.
- Managed Turkish and global Discord/Telegram communities for CryptOps client project Trivians through announcements, events, and moderation.

Education

Pamukkale University - Management Information Systems *2020 - 2025*

Yalova Çiftlikköy Atatürk Anatolian High School *2015 - 2019*

Volunteering

PAMUKKALE UNIVERSITY BUSINESS COMMUNITY - Social Media Manager *09.2021 - 07.2024*

- Managed LinkedIn and Twitter accounts and created consistent, professional social media content.
- Monitored post analytics to evaluate performance and inform digital communication decisions.

SIFIRDAN GLOBALE - University Ambassador & IT Team Volunteer *02.2022 - 01.2023*

- Represented the program as one of its first university ambassadors, promoting entrepreneurship and innovation initiatives aligned with the vision “These also emerged from Turkey.”
- Volunteered in the IT team to support the website’s development and optimization after completing a web internship, enhancing the platform’s digital accessibility and user experience.

YETKİN GENÇLER *02.2022 - 05.2022*

- Completed the Yetkin Gençler Training and Awareness Program and GirişGen process, developing a startup concept focused on the UN Sustainable Development Goals.

Skills

Languages
- Turkish - Native,
- English - Upper Intermediate,
- German - Beginner

Professional Skills
- Social Media Management
- Content Strategy & Planning
- Copywriting & Scriptwriting
- Video Production & Editing
- Community Management
- Digital Marketing
- Search Engine Optimization (SEO)

Tools & Technologies
- CapCut · Adobe Photoshop
- Figma · Canva
- WordPress · Zapier
- Jira · Power BI

Hobbies
- Camping
- Squash
- Playing the Bağlama
- Playing the Guitar
- Emerging Technologies