

MERT ZEYD ALTITOK

NEW MEDIA SPECIALIST

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EXPERIENCE

Social Media and Content Specialist | K-Rides

November 2024 - April 2025

Social Media (Social Media Marketing, Content Creation, Social Media Communication)

- I managed the social media of K-Rides, a company under Kibar Holding, overseeing the brands MV Agusta and Royal Enfield as distributors, and KTM motorcycles as their exclusive dealer. I was responsible for managing all social media strategies, content creation processes, and digital communication efforts for K-Rides and its brands.

Digital Marketing Manager | Blue Motor

August 2023 - October 2024

Brand Creation - Branding and Identity

- I was responsible for the entire branding and identity process of the Barossa brand, which Blue Motor launched in 2024.
- I also managed the branding and corporate identity of the brands Jawa, Kove, and Barossa, for which Blue Motor took on the distribution in 2024, along with their logos and corporate identities.

Social Media (Social Media Marketing, Content Creation, Social Media Communication)

- Blue Motor'un distribütörlüğünü üstlendiği Jawa, Kove ve sahip olduğu Barossa motosiklet markalarının yanı sıra, Shark Helmets, SMK Helmets, Bering, Macna, Segura, Hepco & Becker Motosiklet ekipman ve Aksesuar markalarının tüm sosyal medya yönetim ve aksiyon sürecini yönettim.

Dijital Pazarlama, Pazarlama Kampanyaları Oluşturma

- I managed the entire social media management and action process for the motorcycle brands Jawa, Kove, and Barossa, which Blue Motor distributes, as well as for Shark Helmets, SMK Helmets, Bering, Macna, Segura, and Hepco & Becker, which are motorcycle equipment and accessory brands.

Web Design

I designed the websites mentioned below and also carried out Search Engine Optimization (SEO).

- jawa.com.tr, kove.com.tr, barossamotor.com.tr, shark-helmets.com.tr, smkhelmets.com.tr

Videography and Photography

- I handled all video and photo needs for Blue Motor's social media and website.

Event Management

- While working on the stand design for Motobike Istanbul 2023-2024 in collaboration with Mat Fuarçılık, I took full responsibility for the entire exhibition organization.

IT Officer | MEF Schools

2018 - 2019

IT Intern | Beylikdüzü Municipality

2017 - 2018

ABOUT ME

Hello, I'm Zeyd. Being prepared for potential challenges and maintaining a solution-oriented mindset in all situations are my strongest attributes. In my work, I focus on aesthetics and ensuring that the results appear professional. I am also a team player, adaptable to collaborative environments.

EDUCATION

- Istanbul Beykent University
Faculty of Communication | New Media (EN)

2019 - 2024

- İsmet Akar Anadolu Vocational High School
Web Design

SKILLS

- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- Adobe InDesign
- Adobe Acrobat
- Ms Office
- Capcut
- Canva
- Wix
- Figma

LANGUAGES

- English (Advanced)