YİĞİT KISABACAK

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Languages: Turkish (Native), English (Advanced – C1)



SUMMARY

I have a strong background in marketing and content, based on my experience at Warner Music Turkey. During this time, I worked with different teams, artists, and stakeholders and took an active role in planning and executing project-based campaigns. I contributed to content, visuals, and digital communication from the idea stage to execution.
By working on digital advertising and online campaigns with a performance-focused approach, I gained experience in reaching target audiences, increasing brand and product visibility, and building effective communication across different platforms. This process gave me a balanced perspective in both creative thinking and data-driven decision making.

WORK EXPERIENCE

Warner Music Group - Senior Marketing & Content Specialist
Istanbul, Turkey | Oct 2022 – Oct 2025

- Worked closely with artists and managers, taking part in planning and running release campaigns from start to finish.
- Was involved in shaping campaigns from early content ideas to visual direction and social media communication, and followed through during execution.
- Managed digital ad campaigns across Meta, Google, and YouTube as part of the overall marketing plan.
- Handled release period planning across streaming platforms, social media, and PR side, making sure everything moved in sync.
- Coordinated with local and international teams, as well as external partners, to keep campaigns running smoothly.
- Tracked campaign performance and shared insights based on platform data and ad results.

TELUS International - Content Operations Specialist (TikTok) – Team Support & Quality Lead
Izmir, Turkey | Feb 2022 – Oct 2022

- Reviewed short form videos on TikTok to ensure compliance with platform policies and community guidelines.
- Supported daily workflow coordination within a team environment, helping maintain quality standards and operational efficiency across content review processes.
- Acted as a point of reference for content quality, providing guidance and feedback to team members on edge cases and platform rules.
- Collaborated with international teams on content moderation processes and platform quality improvement initiatives.
- Analyzed user behavior and content trends in the Turkish market, sharing actionable insights to improve review accuracy and cultural relevance.
- Monitored creator and influencer activity, tracking emerging trends around music and short-form content formats.
- Developed a strong understanding of how music integrates with viral content and digital culture.

Varlıkevim - Social Media Specialist
Istanbul, Turkey | Jan 2021 – Oct 2021

- Managed social media accounts and created visual and written content for different digital platforms.
- Designed social media creatives and marketing materials to support brand communication.
- Supported digital marketing campaigns by preparing ad visuals and monitoring performance.
- Worked with internal teams to improve social media engagement and audience growth.

Autonomy - Production Assistant (Set Assistant)
Istanbul, Turkey | Oct 2020 – Jan 2021

- Supported production teams during commercial and digital content shoots.
- Assisted with set preparation, equipment setup, and on-site coordination.
- Worked closely with directors, producers, and crew members to support smooth production processes.
- Contributed to the production of visual content used across digital and marketing channels.

EDUCATION

B.A. in Visual Communication and Design (English), 2014 – 2018
Yaşar University — Izmir, Turkey

SKILLS

Marketing & Content
Content Strategy, Creative Development, Digital Content Production, Brand Communication, Visual and Written Content Development

Audience & Insights
Data Analysis, Audience Behavior, Performance Tracking, Trend Analysis, Insight Development and Reporting

Digital Marketing
Campaign Management, Paid Media (Meta, Google, YouTube), Growth Strategy, Audience Segmentation, Conversion Focused Marketing

Platforms & Tools
Meta Ads Manager, Google Ads, YouTube Studio, TikTok, Instagram, Spotify for Artists, Google Analytics, Looker Studio, Basic SEO and Platform Optimization

Collaboration & Operations
Cross-functional Collaboration, Project Coordination, Stakeholder Management, Process Tracking, Communication

TOOLS

Meta Ads Manager
TikTok Ads Manager
Google Ads
Google Analytics (GA4)
Looker Studio
Google Tag Manager

Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
Adobe Illustrator
Adobe Lightroom
Canva

AI Tools (ChatGPT, Midjourney, Runway, etc.)

Microsoft Excel
Google Sheets
Notion

Spotify for Artists
Apple Music for Artists
YouTube Studio
Chartmetric
Soundcharts

REFERENCES

Gülce Ünal - General Manager, Warner Music Turkey
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Sencer Piyancı - Marketing Manager, Warner Music Turkey
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