



SİMGE AKARCA

CONTENT CREATER/PLANNER



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Dortmund

EDUCATION

Bielefeld University 2025-
Interdisziplinäre
Medienwissenschaft M.A

Marmara University 2017-2022
Translation and Interpreting in
German (GPA 3.10/4.0)

EXPERTISE

- Google Analytics
- Canva
- Adobe Photoshop
- MS Office
- Content Creation
- SEO & Keyword Research
- Copywriting & Editing
- Content Strategy Development

LANGUAGES

English	C1
German	C1
Turkish	ML

CERTIFICATIONS

- TDU- Rechtssprache 2022
- EU Translations Contest 2022 Representing Of Marmara University
- Google Analytics

REFERENCES

Adjanie Dol

JellySmack
Performance Manager
adjanie.dol@jellysmack.com

Sevinç Ari

Marmara University
Deputy Dean
sevinc.ari@marmara.edu.tr

ABOUT ME

Content creator and translator with a background in SEO-driven writing and social media management. Experienced in developing data-driven content strategies, increasing audience engagement, and creating multilingual content in German, English, and Turkish. Currently pursuing a Master's degree in Interdisciplinary Media Studies.

EXPERIENCE

AIESEC

03.2024-09.2024

project Management/Global Volunteering

- Teaching English to children ages 7-14. To teach children basic English and raise their awareness about the environment, regardless of their religion, language, or ethnicity

JELLYSMACK /BLUECLIP

09.2022 -09.2023

Social Media Manager/Posting Coordinator

- Managed 8 Snapchat accounts, including 3 Germany-based pages. Created and scheduled content based on weekly editorial plans. Analyzed performance data and optimized content strategies to increase engagement. Improved audience interaction through data-driven decisions and trend analysis.

NS SPOSA/ GALISA GRACE

06.2022-09.2022

Content Creator/ Fashion Editor

- Produced trend-based content tailored to target audience interests. Conducted keyword research using Google Analytics. Developed content strategies based on audience behavior and sociocultural insights.

İÇERİKLER.COM

05.2021-09.2022

SEO Friendly Editor/Writer

- Created SEO-optimized product and blog articles using targeted keywords. Increased content visibility and engagement through strategic keyword placement. Delivered high-quality content aligned with brand tone and marketing goals

FREELANCE TRANSLATOR

2017-2021

Translator

- Translated content in German, English, and Turkish. Specialized in marketing and localization of blog content. Worked on media, legal, medical, and technical texts.

MACKOLİK & THE GOAL

07.2018-10.2018

Intern Editor/Writer

- Monitored daily news and curated relevant content. Translated and published news articles. Ensured accuracy and timeliness of published content.