

Çise AK / Content Writer

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PROFESSIONAL SUMMARY

A content writer with over three years of experience in creating SEO-focused and impactful content. Proven expertise in increasing organic traffic by up to 20% through keyword optimization and quality content development. Skilled in analyzing performance metrics to enhance user experience and engagement. Fluent in English and Turkish, with a solid foundation in digital marketing and SEO strategies.

WORK EXPERIENCE

Freelancer Game Writer | Punto Digital

2025 - 2025

Collaborated with team members to ensure alignment and consistency in branding, style, and messaging. Stayed current on game industry trends to augment content development.

Senior Content Writer | İçerik Bulutu

2022 – 2025

Produced over 10 high-quality articles monthly, consistently meeting or exceeding expectations. Created compelling headlines and body copy that will capture the attention of the target audience.

Senior Content Writer | İçerik.com

2022 – 2025

Conducted in-depth research to create 5-10 high-quality blog posts per project, tailored to target audiences.

EDUCATION

University of Yalova | Bachelor's in International Relations, 2021 – 2026

CERTIFICATIONS

Google, Fundamentals of Digital Marketing, 2022

Semrush, SEO Crash Course, 2023

İçerik Bulutu, Digital Content Production 101, 2023

SKILLS

Content Creation: SEO Optimization, Blog Writing, Digital Marketing

Technical Tools: Google Analytics, WordPress, Canva, MS Office

Languages: Turkish (Native), English (Fluent), Chinese (Beginner)

VOLUNTEER EXPERIENCE

Council Member | Industrial Engineering Club, 2021 – 2023

Organized over 10 events, attracting more than 100 participants.

Collaborated with a team of five members in the events department to plan workshops and coordinate networking sessions.

Communicated directly with guest speakers to confirm their participation and coordinate event schedules.

Content Specialist | Club of International Relations, 2023 – 2024

Enhanced club visibility by 50% through strategic content creation for various activities.

Conducted detailed website performance analysis, implementing on-page SEO strategies that reduced page load times by 40% and improved user experience.