



BESTE KARADUMAN

CONTACT

Uskudar, Istanbul
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ABOUT

I pursued my bachelor's degree at Koç University and graduated as a Vehbi Koç Scholar with a 3.8 GPA.

I have hands-on experience in **social media account management**, overseeing brand-owned channels through content planning, publishing, community management, and performance tracking. Over the past two years, I have also worked in **community advocacy and influencer marketing**, managing creator collaborations, seeding processes, and content-driven events while integrating influencer content into social media strategies.

I collaborate closely with creators, agencies, and internal teams to ensure consistent brand voice, high-quality execution, and strong engagement across platforms

SKILLS

Social Media Management
Content & Community Strategy
Influencer Marketing & Seeding
Brand Communication
Data-Driven Insight Optimization
Event Content Management

PORTFOLIO

bestekaraduman.com
password: 1312

REFERENCES

Available upon request

WORK EXPERIENCE

COMMUNITY ADVOCACY SPECIALIST

L'Oréal Luxe | 10.2023 - Today

Makeup & Fragrance brands (Armani, Valentino, Prada, Lancôme, YSL)
Leading trend-driven, engaging content collaborations with creators, ensuring cultural relevance and strong audience resonance
Developing and executing community strategies with a focus on advocacy, engagement, and luxury brand affinity
Managing end-to-end influencer seeding and event processes, including creative concept development, invitee curation, coordination, and content alignment
Overseeing digital & advocate communications for Armani and Valentino brands, including the development of annual strategic communication plans, PR management, agency collaboration, budget management, production, and global teams alignment

SR. SOCIAL MEDIA SPECIALIST

Muhabbet | 01.2023 - 10.2023

DenizBank group brands (Emekli Bankacılığı, Deniz Akvaryum, DenizKartım, fastPay, Intertech, Denizde Kariyer)
Social media accounts management, strategy & reporting

SOCIAL MEDIA SPECIALIST

Marmo Digital | 08.2020 - 01.2023

Brands: Nova Norda, Decathlon Turkey, Junse, Pot Art, Yılmazipek, Simple Community, Bufo Bangkok
Social media accounts management, strategy & reporting

COMMUNICATIONS COORDINATOR

Chromas & Vokal Akademi | 07.2019 - 10.2022

Projects: Global Vocal Happening, Sonar Istanbul 2020, World on our Shoulders, pandemic virtual choirs, Vokal Akademi launch
Managed social media accounts & digital communications
Coordinated PR communications with newspapers and brands, and various artist collaborations

COMMUNICATIONS COORDINATOR

Datça Tiyatro Festivali, Mirket | 09.2017 - 04.2019

Directed a team of 9 in charge of social media, sponsorships communications, PR, CSR
Organized Datca Tiyatro Festivali 2018 & 2019, managed the operations of the major festival field

BRAND STRATEGY & MANAGEMENT INTERN

Sabancı Holding | 03.2020 - 07.2020

BRAND PARTNERSHIPS INTERN

Universal Music Group for Brands | 09.2019 - 01.2020

LASSA MARKETING INTERN

Brisa Bridgestone Sabancı | 07.2019 - 09.2019

EDUCATION

KOC UNIVERSITY | 2017 - 2021

Sociology & Media and Visual Arts (Double Major)
Track programs: Media & Management, Women's Studies

THE KOC SCHOOL | 2012 - 2017