



# Murat Gungör

DIGITAL COMMUNICATIONS SPECIALIST

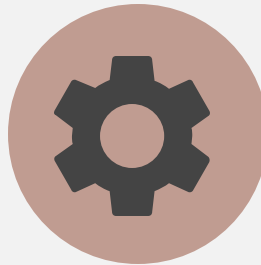
+41-78-2043118

muro@hotmail.com



www.murat-gungor.com

**Web + social media + multimedia.**  
I have over 15 years of experience in developing and managing digital content for international organizations.



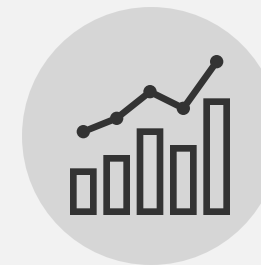
Redesigned intranets and websites at three large institutions



Managed teams of two to three members; worked with writing, IT and translation groups  
Delivered training for regional offices in Fiji, India, and the Philippines



Developed videos in Albania, China, Denmark, Haiti, the Netherlands, Palestine, Poland, Qatar, Serbia and Ukraine for corporate and project communication needs



Monitored web and social media analytics.  
Integrated data from projects into websites

## EDUCATION

MA, Communications, culture and technology  
May 2007  
Georgetown University

MA, Cultural studies  
March 2007  
Bilgi University

BA, Business administration  
February 2003  
Koç University

## SKILLS

Turkish (Native), English (Native), French (Intermediate), Arabic (Basic)  
Microsoft Office Suite, HTML, Adobe InDesign, Photoshop CS, Illustrator, SharePoint, Drupal, Sitefinity

## WORKED AT



GEORGETOWN UNIVERSITY



Web + social media  
+ multimedia

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## PROFESSIONAL EXPERIENCE

Present  
Sep 2020

**Partnership for Maternal,  
Newborn and Child Health**  
Digital Communications  
Officer  
Geneva, Switzerland



hosted by:



- Coordinating the work around migration of the PMNCH website from old content management system (CMS) into WHO's new CMS, Sitefinity by working with web and Digital Content Experience teams within the Department of Communications
- **Editing of existing content** for the new website in line with Sitefinity templates, structure and WHO domain model
- **Leveraging PMNCH content** in the new website to align with organizational goals while taking advantage of Sitefinity tools, functionality and templates, such as PowerBI
- Leading the development of an **extranet for partner communication and collaboration**
- **Writing and editing news items and other digital content**, including but not limited to infographics, social media materials, videos and feature stories
- Copy editing content for **search engine optimization**
- **Managing social media accounts** for PMNCH, developing and leading social media campaigns in coordination with partners
- **Managing newsletter outreach** for PMNCH, targeting partners and other interested parties
- **Gathering analytics information** on website use, social media engagement and newsletter outreach to help refine digital outreach efforts
- **Supporting efforts on digitalization of processes** for external collaboration via tools, such as SharePoint
- **Following trends in the digital space**, particularly in social media, to take advantage of new opportunities for PMNCH outreach

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## PROFESSIONAL EXPERIENCE

Dec 2023  
Feb 2023

### World Meteorological Organization

Web copywriter

Home-based



- Optimizing existing pages and copy creation for net-new pages, crafted in response to the work undertaken by the Digital Media and Communications Officer (Web Manager) and in collaboration with WMO subject matter experts.
- Creating of static first- and second-level description pages.
- Proofreading and providing editorial services are also available to ensure that the messaging hierarchy and WMO tone of voice remains consistent throughout the entire corporate site before the launch.
- Updating WMO's best practice web writing and content guidelines, developed as a unique internal learning resource for the organization.
- Providing suggestions for improvement of the existing WMO style guide.

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## PROFESSIONAL EXPERIENCE

Sep 2020  
Mar 2020

### World Health Organization

Digital Officer

Geneva, Switzerland



World Health  
Organization

- Worked with the World Health Emergencies Department to **migrate their content** into the new content management system (CMS), Sitefinity
- **Liaised with technical units**, such as nutrition, food safety, substance abuse and tuberculosis, writers and developers to move content into the new system
- **Advised on functionality for custom web applications** in line with Sitefinity
- Provided web support in the context of the novel Coronavirus outbreak, COVID-19, in the form of creating and editing fact sheets, question and answers and other informational products

Feb 2020  
Dec 2019

### World Health Organization

Senior Web Consultant



World Health  
Organization

- **Provided strategic input and advanced support** for web content production team in both the legacy content management system, Bricolage and the new one, Sitefinity
- **Published, edited and created new content** for technical units in line with **web-usability practices**
- **Oversaw development of web functionality** for health day campaigns for technical units using website's functionality
- **Managed website architecture** in line with WHO's ongoing efforts to revamp the website
- Supported WHO in **modernizing its digital communications**
- **Developed standardized and custom analytics reports**
- Supported **migration project** for the World Health Emergencies programme and the Nutrition Department

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## PROFESSIONAL EXPERIENCE

### Project-based consultancies

Feb 2020

**OSCE Office for  
Democratic Institutions and  
Human Rights**

Visibility consultant

**OSCE**

- Developed visual identity for the EU-funded hate crime victims support project
- Built a visibility strategy document for project activities, including promotional activities on web and social media
- Advised on search engine optimization and social media outreach
- Created visuals for outreach activities, such as social cards and publication covers

Jan 2020

**Al Jazeera Media Network**  
WITNESS Social Media and  
Digital Engagement  
Producer

Doha, Qatar



**ALJAZEERA**

- Wrote engaging social media posts and script videos for Witness's social media outreach
- Built and engaged audiences on social media
- Produced and edited video and photo content for social media
- Developed audience engagement via innovative digital channels for documentary series
- Delivered social media campaign on the Oscars-nominated short documentary, including social videos optimized for Facebook, Twitter and Instagram

Dec 2019

Oct 2019

**International  
Telecommunications Union**  
Web Analytics Research  
Consultant



- Developing domain model. In coordination with members of Department of Communications and representatives from media, creating a visual representation of interrelationships between media products and production processes
- Analyzing web statistics. Using Google Analytics data to assess performance of the media section of the ITU website
- Benchmarking against competitors. Studying similar UN and private entity websites to evaluate ITU's media section
- Conducting stakeholder consultations and building wireframes with a view to migrate the entire website into Sitecore, a new Content Management System (CMS)

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## PROFESSIONAL EXPERIENCE

Oct 2019  
July 2019

### World Health Organization

Account Manager, web  
migration

Geneva, Switzerland



World Health  
Organization

July 2019  
August 2016

### World Health Organization

Content Analyst  
Geneva, Switzerland



World Health  
Organization

- Worked with web and communications focal points in technical units, assess what content to migrate to the new Content Management System (CMS), Sitefinity, and what to archive, which includes a review of the target audiences and web statistics
- Supported technical units with the development of web content presentation, aligned with the corporate approach, including determining what widgets and templates are most appropriate
- Assisted in compiling content (text, images, etc.) for approval before uploading to the site
- Coached units as they build pages, and identifying bottlenecks
- Delivered training as the Lead Trainer for technical units at the headquarter, and focal points in the regional and country offices
- Developed custom functionality within CMS towards digital campaigns in coordination with developers and vendors
- Wrote and edited WHO's online corporate products. Worked with technical units to update content such as homepage, fact sheets, fact files, news releases and commentaries
- Analyzed web statistics. Created monthly and custom reports to communications department and technical units on content's performance and traffic from social media
- Assessed content against users' needs. Worked with feedback, ensuring corporate content is relevant, well-structured, clear, SEO-compliant and follow WHO web policy and good practice
- Integration with social media. Managed social metadata information for general web content and campaign materials
- Coordinating CMS relaunch. Developed visual design suggestions for website in Sitefinity; identified content migration processes; implementing quality assurance by supervising work of volunteers
- Delivered training as the Lead Trainer. As part of relaunch, conducted training in the Western Pacific Regional Office in Manila, the Philippines, sub-regional office in Suva, Fiji and South-East Asia Regional Office in Delhi, India
- Developed digital functionality in CMS. Managed custom projects for communication needs of technical units via liaising between developers, content owners, writers and external vendors to develop new functionality to work on Sitefinity

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## PROFESSIONAL EXPERIENCE

July 2016  
April 2014

### OSCE Office for Democratic Institutions and Human Rights

Web Editor  
Warsaw, Poland

 OSCE

- Wrote and edited news items, and features for ODIHR website
- Managed organization's presence on social media. Executed campaigns for Human Dimension Implementation Meeting, to create momentum before the event and invite users to webcast in English and Russian. Installed tweet wall at venue
- Developed videos. Participated in an official mission to Ukraine to produce a video on short-term observers on election observation missions to capture their experience, in return to request funds from Member States for future sponsors
- Created infographic content for the website. For example, working with the Gender Unit, summarized report on women's political participation with charts, icons and images in an infographic web feature

April 2014  
July 2012

### UN Office for Project Services

Online Communications  
Specialist  
Copenhagen, Denmark

 UNOPS

- Managed website's content production and its redesign process. Successfully re-launched new data-driven and responsive website
- Directed organization's social network presence on Facebook, Twitter, Flickr and YouTube, including managing hashtag campaigns with other UN agencies and partner organizations.
- Developed partner email communication campaigns by creating attractive email templates and tracking their progress
- Tracked monthly website performance on Google Analytics and documented content progress against Key Performance Indicators
- Built external newsletter templates, subscription lists and ran newsletter campaigns via Campaign Monitor tool
- Led organization's intranet content production, its organization and improvements. Supervised two employees to deliver sets of training for country offices and departments to provide on-going support for their content development needs
- Produced corporate videos. Participated in official missions to Haiti and Palestine to gather interviews and B-roll footage for showcasing UNOPS work in-country. Developed programmatic videos, such as for launch of sustainability programme and gender practices at workplace

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## PROFESSIONAL EXPERIENCE

July 2012  
May 2010

### UN Office for Project Services

Intranet Content Associate  
Copenhagen, Denmark



- **Managed organizational knowledge by intranet redesign process.** Conducted research, developed information architecture, hired graphic design company and worked with ICT team within Scrum agile methodology, to transition intranet into new CMS, SharePoint 2010, with new design and site architecture
- **Supervised content creation across all country offices on intranet** by conducting training sessions, developing user manuals and providing helpdesk support
- **Monitored intranet's performance** through SharePoint's Analytics information and documenting its progress against KPIs
- **Wrote and edited internal communications articles** and internal newsletter, including management of their translation
- **Managed internal newsletter's design and dissemination**
- **Worked with the marketing department** to develop ideas for five short corporate videos to showcase school's programs
- **Created story boards**
- **Shot, interviewed and gathered footage** for videos
- **Edited materials** into final videos
- **Streamlined production of web content** across university departments using homegrown CMS, in coordination with IT development team in Washington, DC
- **Managed school's external communication on website** by writing web articles and overseeing social media presence. Traveled to China's Sichuan district on a community-learning trip to have students document their experience helping locals rebuild their homes after the 2008 earthquake, in the form of blogs and videos
- **Directed website redesign project** for school and research center, including research, graphic design and information architecture development. Re-launched new website with intuitive content organization and improved look and feel
- **Carried out online media buying**, such as Google AdWords, for experimental markets to recruit prospective students
- **Produced video and audio podcasts** on school events and student trips to be distributed via website and social networking sites
- **Project managed market research** in Saudi Arabia, Egypt and Qatar for a potential Master's degree

March 2013  
Nov 2012

### Nyenrode Business Universiteit

Video Producer  
Breukelen, the Netherlands



May 2010  
Nov 2007

### Georgetown University in Qatar

Marketing and  
New Media Manager

Doha, Qatar



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## PROFESSIONAL EXPERIENCE

Sep 2007  
Aug 2007

### One Economy Corporation the Beehive

Local Web Editor

Washington, DC, USA



- Researched information for Web portal to create resources on education, and microbusiness for marginalized Turkish population
- Translated and adapted content from South African site to be used in Turkish site
- Edited online material for stylistic and grammatical purposes to make content user-friendly

June 2005  
May 2003

### McDonald's Headquarters in Turkey

Marketing Assistant

Istanbul, Turkey



- Designed Local Store Marketing (LSM) activities for restaurants
- Implemented marketing activities, to build emotional bonds with brand through programs such as culture tours to museums
- Executed campaigns for young adults; managed entertainment venues on college campuses for audiences up to 10,000 students
- Assisted in the implementation of national campaigns