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

EDUCATION

MA, Communications, culture and technology
Georgetown University

MA, Cultural studies
Bilgi University

BA, Business administration
Koç University

SKILLS

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

Murat Güngör

DIGITAL COMMUNICATIONS SPECIALIST

+41-79-5406130
muro@hotmail.com
www.murat-gungor.com

Redesigned intranets and websites at three large institutions

Managed teams of two to three members; worked with writing, IT and translation groups

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

WORKED AT

World Health Organization
osce
UNOPS
GEORGETOWN UNIVERSITY

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+ multimedia

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PROFESSIONAL EXPERIENCE

Present
August 2016

World Health Organization
Content Analyst
Geneva, Switzerland

- **Writing and editing WHO's online corporate products.** Working with technical units to update content such as homepage, fact sheets, fact files, news releases and commentaries
- **Analyzing web statistics.** Creating monthly and custom reports to communications department and technical units on content's performance and traffic from social media
- **Assessing content against users' needs.** Working with feedback, ensuring corporate content is relevant, well-structured, clear, SEO-compliant and follow WHO web policy and good practice
- **Integration with social media.** Managing social metadata information for general web content and campaign materials
- **Managing content and site architecture.** As part of WHO website migration project, restructuring the website for the new Content Management System (CMS), Sitefinity
- **Coordinating CMS relaunch.** Develop visual design suggestions for website in Sitefinity; identifying content migration processes; implementing quality assurance by supervising work of volunteers
- **Delivering 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
- **Developing digital functionality in CMS.** Managing 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

July 2016
April 2014

OSCE Office for Democratic Institutions and Human Rights
Web Editor
Warsaw, Poland

- **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

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PROFESSIONAL EXPERIENCE

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

July 2012
May 2010

UN Office for Project Services
Intranet Content Associate
Copenhagen, Denmark

UNOPS

- **Managed organizational knowledge by intranet redesign process.** Conducted audience research, developed information architecture recommendations, hired graphic design company through a competitive bidding process (RFP-request for proposal) 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**, dissemination and performance via Campaign Monitor tool

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PROFESSIONAL EXPERIENCE

March 2013
Nov 2012

Nyenrode Business Universiteit
Video Producer
Breukelen, the Netherlands

- 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

May 2010
Nov 2007

Georgetown University in Qatar
Marketing and New Media Manager
Doha, Qatar

- **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

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**