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# SIBEL TÜRKDAMAR

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## PROFESSIONAL SUMMARY

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I am a Creative Project Manager and Video Content Specialist, captivating audiences with unique storytelling and trend-jacking techniques. At a leading video game startup, I directed all creative assets and guided teams through numerous projects. I excel in content direction, brand narratives, and promotional campaigns. As a creator with over 120K social media followers, I stay up-to-date on trends and consumer ideals. My strengths include streamlining design processes and integrating efficient project management systems, transforming visions into high-quality realities that boost brand presence within budget. I'm passionate about fostering environments where ideas thrive and teams feel empowered. Let's create something extraordinary together.

## WORK HISTORY

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### **Marketing & Creative Project Manager**, 12/2023 - 07/2024

#### **Everyrealm Inc.** – New York

- Managed and mentored junior creative staff, providing constructive feedback and fostering a supportive, growth-focused environment.
- Oversaw all creative assets across company projects, providing artistic feedback and direction.
- Managed multiple Jira project boards and calendars to ensure timelines were met.
- Led the creation of diverse social media content for multiple projects.
- Directed cohesive brand tone across scripts, video treatments, and influencer partnerships.
- Increased 'Hometopia' followers from 2,000 to 15K in one month.
- Positioned 'Bedlam' as a link-in bio solution for gamers, generating over 20,000 users.
- Orchestrated overseas events, working directly with investors and brand partners (Red Bull and Bitskins) during the CS2 PGL Major in Copenhagen.
- Created branded marketing content that increased product understanding and attracted new users.

### **Game Content Producer**, 05/2023 - 12/2023

#### **Everyrealm Inc.** – New York

- Led content creation and strategy, boosting player retention across multiple projects.
- Managed several external partners to ensure workflow and project timelines were met and aligned with company standards.
- Directed countless commercials, working closely with the head of video production and animation designers.
- Coordinated with creative and marketing teams to ensure a unified vision from concept to launch.
- Facilitated communication between the Ringleaders development team and users via a community-driven creator program.

### **Narrative Designer**, 02/2023 - 05/2023

#### **Everyrealm Inc.** – New York

- Created the immersive universe of 'Ringleaders,' a prohibition-inspired twin-stick shooter.
- Co-designed the game loop, integrating narrative elements and lore with strategic game design.

- Worked closely with the Head of Engineering to ensure narrative coherency and quality throughout the game.
- Managed the game's launch in Steam Next Fest.

**Marketing Manager, 05/2022 - 05/2023**

**Steve Griggs Design – Nyack, New York**

- Enhanced brand visibility and online presence by managing social media and marketing campaigns.
- Created engaging promotional materials, boosting sales by 30% in 3 months.
- Outlined a new go-to-market strategy for Q1-Q4.
- Analyzed market trends to optimize content.
- Filmed and edited all content in Adobe Creative Suite utilizing current social media trends to increase follower count by 50%.

**Director of Content, 07/2021 - 12/2022**

**Piñaq Liquor – Roslyn, New York**

- Conceptualized, directed, and produced high-quality video content across social media platforms, leading to a 40% increase in follower growth within eight weeks.
- Managed and executed campaigns that boosted sales and brand interaction, consistently producing content that strengthened the brand and built audience trust
- Worked closely with the Marketing Director to execute campaigns and new flavor releases globally.

**Digital Content Creator, 08/2019 - 07/2021**

**HiWave Co – New York**

- Achieved over 11 million views with one viral marketing strategy.
- Increased follower count from 1,000 to over 50,000 in 7 weeks.
- Produced high-quality video content that effectively communicated brand messaging.

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EDUCATION

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**Bachelor of Arts: BFA: Acting, Screenwriting, Directing, 05/2016**

**University of North Carolina At Greensboro - Greensboro, NC**

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SKILLS

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- **Creative Direction**
- **Team Leadership**
- **Mastery of Adobe Creative Suite**
- **Software Development Tools: JIRA, Confluence**
- **Figma proficiency**
- **Go-to-Market Strategy**
- **Product Positioning**
- **Digital Marketing**
- **Social Media Campaign Management**
- **Brand Messaging**
- **Content Development**
- **Copywriting mastery**