

# Isa Taspinar

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## EXPERIENCE

### Digital officer

#### Startup Halyca by TECHCON GmbH

10/2016 - 03/2017 Cologne, Germany

www.halyca.com

How i impact and contribute the company:

- Increased brand image and awareness.
- Provided great customer service. Provided value – exceed expectations of the customers.
- Lead all marketing initiatives.
- Increased 5x the website traffic in Q1.
- Initiated a series of digital strategies aiming to spread the world about the company and to engage the community.
- Optimized the business models of 5 product lines, resulting in 23% higher revenue than expected.
- Collaborated with the rest of the management dept in digital media planning, data analysis, tracking, reporting, performance and implementation.

### I Volunteer

#### Ad-Gifts

10/2015 - 08/2016 London, England

My successful outcomes of this activity through my primary questions:

- How can we make our brand messaging clear, consistent and recognisable?
- How can our brand be seen by more people?
- How can we measure if we've been successful in boosting our brand awareness?
- initiated online advertising for the first time. Communicated with over 40 clients, which contributed to over 10.000€ in revenue.
- Launched a marketing campaign that increased user conversion rate by 22%.
- managed actively the company's social media profiles and increased followers by daily interaction of users and campaigns.
- Optimized 4 established procedures, increasing regional revenue by 2%
- Organized and managed the business plan.
- Implementing and realizing interactive projects.
- Planning and allocation of yearly and monthly online budgets.

## MOST PROUD OF



### The courage i had

to take a sinking ship and try to make it float



### kept on going after 2 failed startup projects

I made it because the fire inside me was stronger than the storms outside of me. I made it, because of my appetite to learn and grow everyday.



### My key skills and performance like:

My personal impact  
My entrepreneurial drive  
My problem solving skills  
My leadership abilities



### Graduated

top of the class 2013 in the BA program, scoring 3.7 / 4.0.  
MA program. hopefully scoring 4.0 / 4.0.

## STRENGTHS

Hard-working (18/24)

Persuasive

Motivator

I am we and not me

User Experience

Product Management & Marketing

Public speaking

Strategy thinker

Adobe Experience (XD) beginner

Scrum/Kanban beginner

## EXPERIENCE

### Internship

#### Startup Nice Surprise

📅 01/2015 - 03/2015 📍 Cologne

Here are my actions and results:

- Managed actively the market analysis & report of competitors (e.g shopkick)
- Improved writing and editing skills enormously by searching and creating new insights every single day.

### Internship

#### OMD Germany

📅 10/2014 - 01/2015 📍 Düsseldorf

How i impact the Company:

- Attended workshops, conferences and talks on a variety of topics ranging from Digital media planning, data analysis, search for insights and creative work.
- Developed infographics for the Senior Planner and his pitching day.
- Established a good relationship with everyone from the department.
- increased 3x the insights traffic

### Freelancer - Apple Solution Consultant Promotion via Firstclassservice agency

#### Apple

📍 Cologne

My successful outcomes:

- Reached 17-20% increase in sales by introducing new products that meet customers needs.
- Encouraged customers to experience Apple products and try to increased the traffic in the POS.
- Onboarded and trained new 3+ Apple watch employees

## PROJECTS

### Customer Experience, Customer Journey & E-Commerce Strategy

📅 04/2016 - 02/2017 📍 Cologne

For our Master's project, we won the Wallraf Museum as a client to create a mobile app and a good online performance. We use specific terms and phrases for a good Google SERP.

Team Achievements:

- Lead and co-ordinated a team which work under pressure
- Created a strategy under tight deadlines and under budget in 4 weeks.
- Reached 25% increase in faster project growth
- Identified the issue, define the obstacles, examine our options, act on an agreed course of action, look at how it turns out, and whether any changes need to be made.

## EDUCATION

### B.A media psychology

University of Cologne

📅 10/2010 - 10/2013

GPA

3.70 / 4.00

### M.A media sciences

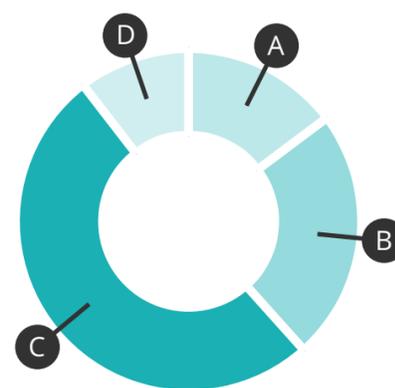
University of Cologne

📅 11/2015 - 07/2017

GPA

3.00 / 4.00

## A DAY OF MY LIFE



- A** Building a business development Strategy for Halyca's future
- B** Showing our Team that their work has meaning
- C** Love the Hustle and hard working
- D** participate in meet ups organized by Startup co-working places

## LANGUAGES

### German

Native



### Turkish

Proficient



### English

Advanced



# PROJECTS

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## Paid, Owned & Earned

📅 10/2015 - 01/2016 📍 Cologne

A research project at the University of Cologne for the Marketing Convention 2015. The goal of the project was to analyze the potentials of new Startups and their effectiveness.

- Identified and presented insights
  - Collaborated with other faculties to optimised 4 established procedures
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## Trivago

📍 Düsseldorf

I ran a usability test with the goal of uncovering pain points in Trivago's searching and booking process.

- Achieved my goal in just 7 days
  - Improved the website not only content-wise, but also front-end which attracted 17 people in my environment to sign in as a new member
  - Contacted successfully the User Experience Director from Trivago to show him my findings during an interview.
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## Startup Zekatim

📍 Cologne, Germany

🌐 [www.zekatim.de](http://www.zekatim.de)

Zekatim is a special kind of funding organization that helps people to organize their financial situation by using our individual financial plan. We make it personal by adding goals that matter to the customers. They pick a budgeting plan that helps them work on both wants and needs.

- Established a team of 3 people covering every key role in an early-stage startup project.
  - Pitched at 5+ investors.
  - Kept the vision, mission and values of the project by defining organization's strategy, structure and long-term planning
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