ONUR AKSOY

Digital Marketing & Brand Manager · Content Creator

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PROFESSIONAL SUMMARY

London-based digital marketing and brand specialist with 16 years' experience creating brands and the content that grows them. Led branding and digital marketing for Schnitzel Heaven from launch, making it one of London's most-searched restaurant brands by October 2024 and growing its Instagram to about 50,000 followers. Combines marketing strategy with hands-on video production, photography and graphic design, so campaigns go from plan to finished assets without an agency. Has delivered brand and communication work for UNICEF, the World Health Organization, ILO and Samsung. Bilingual in English and Turkish.

KEY SKILLS

- **Digital marketing:** social media marketing, content marketing, social media strategy and management, brand awareness, content planning, audience growth, campaign creative, local and hospitality marketing, online ordering promotion
- **Branding:** brand strategy and positioning, visual identity and logo design, brand guidelines, packaging, menus and print, signage and event materials
- **Content creation:** short-form vertical video (Reels, TikTok, Shorts), food and product photography, campaign and promotional content
- **Video production:** directing, video shooting, editing, colour grading, sound design, motion graphics, 2D and 3D animation, explainer videos, VFX
- **Graphic design:** logo and corporate identity, print and packaging, posters and menus, book and report layout, infographics, illustration
- **Management:** running creative teams, client relationships, budgets and suppliers, restaurant operations, business development

WORK EXPERIENCE

Director – Branding, Digital Marketing & Content

July 2020 – Present

Aksoy Production Ltd, London

- Run a London studio providing branding, social media management, digital marketing and video content for SMEs and hospitality brands.
- Delivered projects for clients including Schnitzel Heaven, Zera Cafe, HomeTwist, VonaNut Ltd, Alaska Cold, YA Construction and Eat with Gourmet.
- Planned and produced promotional video campaigns for Zera Cafe, London (2024), covering shoot, edit, motion graphics and sound.
- Created marketing creative for TV3 Denmark (showcase demo, 2020) and CarFest 2022 (animated billboard loop).
- Created monthly content packages (reels, photography, social media management) for restaurants and local businesses.

Marketing Director – Digital Marketing & Branding

February 2023 – May 2026

Schnitzel Heaven, Hackney, London

- Led branding and digital marketing for a new restaurant from launch, creating the full brand identity and all digital content.
- Grew the business mainly through digital marketing; by October 2024 it was one of the most-searched restaurant brands in London.
- Set and ran the social media strategy, growing Instagram to around 50,000 followers.
- Produced all campaign content in-house: short-form video, food photography, 2D animation and VFX for menu launches, meal-deal offers and online ordering promotions.
- Managed floor operations and accounting alongside marketing and content.

Founder, Head of Production & Design

2011 – 2020

Kiremit Production, METU Technopolis, Ankara

- Founded and ran a creative studio at the METU Technopolis Animation Technologies and Game Development Centre, managing production teams and client relationships from brief to delivery.
- Created corporate identities and brand guidelines for clients including Mantar Kutusu (identity and packaging), CebeciDent, Çalışkan Law Office, EURYPA and ArkheDox.
- Produced communication materials for UNICEF, the World Health Organization and ILO: infographic posters, report and book design, and event branding.

- Made marketing and explainer videos for brands and tech companies including Samsung and Onedio, FIBA Pension, Enhencer, ATIG Forex and Notlarim.com.
- Directed two TV commercials for Botanik Pharmacy and edited the web series *Yolunda A.Ş.* (7 million views).

Post-Production Manager & VFX Editor *2013 – 2020*
Mordak Production, Ankara

- Managed post-production for film and commercial projects, from editing and VFX to colour grading and final delivery.

EDUCATION

- **MA Film Practice**, Arts University Bournemouth (2025 – 2027)
- **Bachelor's degree, Physics**, Middle East Technical University, Ankara (2008 – 2014)
- **Business Development Training Programme** and **Game & Animation Design Programme**, METU Technopolis (2014 – 2015)

TOOLS & LANGUAGES

- **Video & animation:** Adobe After Effects, Premiere Pro, Final Cut Pro, DaVinci Resolve, Cinema 4D
- **Design & photography:** Adobe Photoshop, Illustrator, InDesign, Lightroom, Capture One
- **Languages:** English (fluent), Turkish (native)

Portfolio: onuraksoy.co.uk