

DILARA AKCAGÖZ

SOCIAL MEDIA MARKETING

+49 15229229100 | sude.dilara@outlook.de | www.sude-dilara-akcagoz.com

Marketing & Social Media Expert with experience in TikTok strategy, influencer marketing, content creation and international customer engagement. Creative, data-driven and passionate about building authentic brand experiences and connecting brands with people in meaningful ways.

AREA OF EXPERTISE

Copy Writing	Creative Scripting	Problem Solving
Project Management	Social Media Management	AI-Working

KEY ACHIEVEMENTS

- Platform Expansion.** Contributed to the early adoption of TikTok Shop in Germany by developing launch strategies, creator collaborations, and performance-driven campaigns.
- Campaign Performance.** Managed and optimized paid social campaigns across TikTok and Meta, improving campaign performance through data-driven optimization and creative testing.

PROFESSIONAL EXPERIENCE

Cultural Representative WALT DISNEY WORLD, Orlando FL - Delivered exceptional customer service in a multicultural environment - Represented German culture and merchandise to international guests	2025-2026
Junior Vertical Creative DEPARTD, Berlin - Developed TikTok concepts and creative campaign ideas - Created copy and scripts for TikTok content - Analyzed performance data and provided actionable insight	2024-2025
Trainee Social Media & Influencer Marketing OUTFITTERY, Berlin - Managed influencer collaborations and partnerships - Assisted in content strategy development and community management - Analyzed campaign performance and prepared reports	2023-2024

EDUCATION

Bachelor of Science International Business Administration Europa University Viadrina Grade 1,7	2018-2023
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ADDITIONAL INFORMATION

- Languages:** German, English, Turkish