

# SUDE DILARA AKCAGÖZ

## MARKETING & SOCIAL MEDIA PROFESSIONAL

Marketing & Social Media professional 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.



### EDUCATION

09/2018 – 06/2023

**European University Viadrina, Frankfurt (Oder)**

International Business Administration, Bachelor of Science  
Thesis Grade: 1.7

03/2021 – 10/2021

**Marmara University Istanbul**

Semester Abroad

2010 – 2017

**Luise-Henriette-Gymnasium, Berlin**

German Abitur



### WORK EXPERIENCE

06/2025 – 15/07/2025

**Cultural Representative** | The Walt Disney Company, Orlando, Florida, USA

- Delivered exceptional guest service in a multicultural environment
- Represented German culture and merchandise to international guests
- Communicated and connected with guests from around the world
- Collaborated with diverse teams in a fast-paced, international workplace

09/2024 – 06/2025

**Junior TikTok Creative** | DEPARDT, Berlin

- Developed TikTok concepts and creative campaign ideas
- Conducted trend research and identified viral opportunities
- Created copy and scripts for TikTok content
- Analyzed performance data and provided actionable insights

08/2023 – 08/2024

**Trainee Social Media & Influencer Marketing** | OUTFITTERY, Berlin

- Managed influencer collaborations and partnerships
- Supported social media campaigns across different platforms
- Assisted in content strategy development and community management
- Analyzed campaign performance and prepared reports

09/2022 – 06/2023

**Marketing & Expansion** | Wonder Waffel, Berlin

- Supported franchise expansion and local marketing initiatives
- Managed social media channels and created engaging content
- Coordinated marketing materials and promotional activities

02/2022 – 09/2022

**Digital Marketing** | HKnows GmbH, Berlin

- Supported digital marketing campaigns and online marketing activities
- Assisted with SEO and content optimization
- Monitored and analyzed campaign performance

07/2021 – 01/2022

**Marketing** | PitchenDoctor, Berlin

- Managed social media channels and community engagement
- Created digital content and supported email marketing
- Provided customer support and handled inquiries

09/2020 – 04/2021

**Marketing** | cindata Bildungskademie GmbH, Berlin

- Supported online marketing activities and social media management
- Created content for various digital channels
- Assisted in campaign planning and execution

2018 – 2020

**Social Media Management** | Bontravo

- Assisted with social media management and content planning
- Created and scheduled content across platforms
- Supported community engagement and audience growth

### KONTAKT

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📍 Feurigstraße 55  
10827 Berlin

### SPRACHEN

Deutsch – Native

Türkisch – Native

English – Fluently

### ABOUT ME

Marketing & Social Media professional with 7+ years of experience in content creation, TikTok strategy, influencer marketing and digital campaigns. Passionate about creativity, trends and connecting brands with people in meaningful ways.

### EDV-KENNTNISSE

- TikTok
- SEA
- SEO
- MS Office
- Projektmanagement