

# IREM KAPLAN

Based in **Manhattan, NY**.  
Multidisciplinary Designer

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## Biggest Little

Brooklyn, NY, USA

*Email Marketing Manager + Social Media Coordinator*  
May 2023 – Feb 2024

- Developed and executed targeted email campaigns that resulted in a 15% increase in open rates
- Utilized data analytics to optimize Meta advertisements, leading to a 20% decrease in cost per click and a 10% increase in conversion
- Used Adobe Creative software to design and launch targeted social media campaigns, increasing in website traffic and conversion rates
- Suite & Figma for pitch deck proposals, web, print, and mobile
- Compiled research for funding social ads and customer profiling

## Concept Agency

Istanbul, TR

*Strategy & Communications + Graphic Design Intern*  
Jul – Aug 2022

- Researched and selected images for advertisement campaigns
- Content editing for multiplatform social media visuals
- Collaborated with cross-functional teams to incorporate feedback on moodboards and storyboards, ensuring alignment with brand guidelines and improving overall project efficiency
- Designed logos for the new collection of "Vestel"

## Evereden

Manhattan, NY, USA

*Graphic Design Intern + Marketing Assistant*  
Nov 2021 – May 2022

- Designed digital assets and advertisements for social platforms
- Curated engaging visual content for Instagram stories and email newsletters on a weekly basis, resulting in a 30% increase in user engagement metrics
- Crafted content strategy for holidays on social platforms
- Edited product shoots for Amazon Marketplace and print catalogs

## Alametifarika Agency

Istanbul, TR

*Graphic Design Intern + Studio Assistant*  
Jul – Sep 2018

- Video animation and storytelling for social and web platforms
- Designed credit card faces for "Garanti BBWA"
- Contributed to the formulation of a strategy for the "Miles & Smiles, Shop&Fly" brand loyalty campaign, while also engaging in the cultivation of immersive customer hospitality experiences through worldbuilding practices
- Observed storyboarding and shooting of the television commercial for the National Basketball Team of Turkey

## Education

Parsons School of Design  
Communication Design BFA  
Aug 2019 – May 2023

School of Visual Arts  
Design Pre-College Program  
Jul – Aug 2017

Yale University  
2D Design Pre-College Program  
Jul – Aug 2016

## Creative Skills

Branding, Editorial Design,  
Social Media Asset Creation,  
Concept & Strategy, Video  
Editing, Motion Graphics,  
Web Design, Advertising,  
Digital Marketing, Newsletter,  
Photographic Retouching

## Tools

Adobe Creative Suite,  
Asana, Figma, Procreate,  
Square Space, Google Suite,  
360 Fusion, Maya, Notion,  
Klaviyo, Shopify, Meta Ads,  
Spline, HTML, CSS

## Accolades

Parsons Merit Scholarship,  
2019 – 2023

Advanced Placement Track  
2D Design Awardee

## Languages

Fluent English & Turkish

Intermediate Spanish