

## Contact

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(LinkedIn)

## Top Skills

Content Strategy  
Keyword Research  
Content Marketing

## Languages

Türkçe (Native or Bilingual)  
English (Limited Working)

## Certifications

Certified English proficiency  
Cold Calling: The First Seven Seconds

# OMER KILIC

Senior Media Planner & Strategist | 360 Campaigns | Vancouver, BC  
Greater Vancouver Metropolitan Area

## Summary

As a Senior Media Planner at OMD Turkey with over three and a half years of experience, I specialize in advertising planning, media buying, and campaign execution for leading brands across diverse sectors. My expertise includes managing the entire campaign lifecycle, negotiating with vendors, and delivering actionable insights through performance tracking across traditional and digital channels. I also coordinate corporate events like symposiums and panel discussions to enhance brand visibility. By leveraging AI tools such as Claude, ChatGPT, and Gemini, I optimize marketing workflows that encompass campaign planning, creative brief development, audience segmentation, and competitive analysis. My commitment to data-driven decision-making and strategic storytelling ensures impactful media strategies tailored to client objectives.

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## Experience

### OMD Turkey

#### Senior Media Planner

September 2022 - Present (3 years 10 months)

Türkiye

- Managed advertising planning and media buying for major brands across diverse sectors in Turkey.
- Oversaw full campaign lifecycle, from strategic planning and vendor negotiations to execution and reporting.
- Delivered actionable insights by tracking campaign performance and consolidating data across traditional and digital channels.
- Coordinated end-to-end corporate events, including symposiums and panel discussions, enhancing brand visibility.
- Actively leverage AI tools (Claude, ChatGPT, Gemini) to enhance marketing workflows — including campaign planning, creative brief development, visual content generation, audience segmentation, competitive analysis, and performance reporting.

## ZorZanaat Production & Digital Agency

Motion Graphic Designer

September 2018 - July 2021 (2 years 11 months)

Istanbul

- Designed and produced animated content for film, TV, and advertising projects, enhancing visual storytelling.
- Developed a comprehensive content strategy for the "Zippapu" children's YouTube channel, integrating SEO and traffic optimization.
- Drove 6M+ channel views by supporting growth across all touchpoints — social media management, website optimization, and SEO-driven content strategy working in sync to maximize reach and engagement.
- Collaborated with a dynamic team at ZorZanaat Production & Digital Agency, a startup focused on innovative digital solutions.

## TRT Belgesel Channel

Assistant Director

October 2017 - June 2018 (9 months)

Istanbul

- Coordinated daily production logistics, managing shoot schedules and call sheets for a TV series.
- Supervised cast and talent tracking, ensuring on-set readiness throughout production.
- Acted as the key liaison between departments, resolving conflicts and maintaining timelines under tight deadlines.

## Beşiktaş Kültür Merkezi A.Ş.

Post Production Supervisor Assistance

August 2015 - January 2016 (6 months)

- Supported the production of two TV shows for BKM Studios as a Post Production Supervisor Assistant at IMAJ Post Production Group.
- Managed daily workflows, tracking edits, deliverables, and deadlines across both projects.
- Acted as supervisor when needed, overseeing departmental coordination and progress follow-ups.
- Facilitated seamless communication between editors, directors, and studio teams throughout the post production pipeline.

## Miasma

Assistance

June 2015 - September 2015 (4 months)

Istanbul

- Completed a full-cycle production internship, gaining hands-on experience in shoot planning and on-set direction assistance.
- Supported day-to-day agency operations, including content planning and website management.
- Assisted production and director teams across multiple projects, adapting quickly to fast-paced creative workflows.

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## Education

### Marmara University

Bachelor of Fine Arts - BFA, Cinema and Television · (2012 - 2016)

### Anadolu University

Bachelor's degree, Sociology · (2016 - 2020)

### British Columbia Institute of Technology

International Student Entry Program (ISEP) · (September 2023 - February 2024)

### Marmara Üniversitesi

Bachelor of Visual Arts, Film/Cinema/Video Studies

### Marmara Üniversitesi

Master of Fine Arts, Radio and Television