Alperen Ergin

Content Portfolio

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Bio

I'm a strategic communicator and creator with 10+ years of experience in multimedia content

- Developing content strategies that drive engagement
- Aligning content with business objectives
- Skilled at collaborating with teams and clients

Open to collaboration for innovative strategies

Explore my projects below

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Copywriting for *Bending Spoons*

Objective:

Communicating the annual company retreat
to two distinct audiences:
investors and team members.

The messaging was tailored
to meet each group's expectations
ensuring engagement and clarity

- Investors: Highlight operational efficiency, cost management, and employee retention benefits
- Team Members: Use an engaging, casual tone to spark excitement and promote bonding

Team Member Announcement (Engaging, Playful Approach):

TO ALL "*TEAMMEMBERS*": FOLLOW THE SUN!

It's time to prepare your wittiest OOO messages.
We are set for a 10-day saga in Zanzibar.

An all-inclusive resort is waiting for all *TEAMMEMBERS* to check in and switch-off.
Cancel your morning alarms. You'll wake up to the ocean instead.
No work FOMO either, because the whole tribe will be with you on this adventure.
Think White Lotus but without the drama 👀
Prepare to recharge your body with as much solar power as you wish.
There will be no work involved in this vacation.
The only KPI to worry about is how many sunsets you can catch in 10 days - or sunrises, they count double!

We took care of everything for you to enjoy to the fullest potential.
We even planned some daily excursions together but the rest of the adventure is in your hands.
Hints: Make a list of safari animals to spot - plus the underwater too!

You could hold the best yoga sessions, set the vibe with your offline playlists, or bring joy to the dinner table with your stories. This is when we'll discover why we make a great team outside the office too. We'll add new stories to the backlog and the fellowship will be merrier than ever.

Restock your sunscreens,
See you in Zanzibar!

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Investor Announcement (Formal, Detailed Approach):

To: "*COMPANY*" Investors
Subject: Yearly Company Retreat

We would like to share a major update regarding yearly company retreats.
Instead of a full-month work retreat, this year's event will take place as a 10-day vacation.

Our retreats are essential for team bonding and knowledge-sharing among our *TEAMMEMBERS*. However, the People Operations team reconsidered the efficiency of a full-month retreat as we hit our target of 100 employees. Considering various factors such as cost, logistics, employee well-being and culture; our team developed this brand-new idea to be executed this year.

The main idea to pivot the nature of our retreat came from the challenge of finding a remote hub with a stable Internet connection. It became much less feasible to arrange a refreshing working environment for our exponentially grown team. We are keeping the costs of this retreat in the same range as in previous years, which make up 6.5% of the total amount our company spends per employee. To overcome this challenge, we booked an all-inclusive resort in Zanzibar for a 1/3 of the time compared to the previous years. This exotic destination will be the perfect location for team bonding while our employees can switch off without any hesitance.

We are determined to present our team with an unforgettable experience through excursions that will broaden their perspective and allow them to relax. They will undoubtedly leave this retreat with maximised motivation and an increased sense of engagement for the company. This event will go above increasing our talent retention and also be an important perk for attracting new talent of the same nature.

As executive management, we would like to appreciate your contribution to creating an exemplary work environment for the top talent in the world.

Kind regards

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VR House Tour for *Blueground*

Objective:

Produce a VR video for the property-tech brand
to showcase properties in an engaging, immersive format

Align the script with Blueground's value propositions,
highlighting convenience, modern living and innovation.

My Work:

Conceptualized the project from scratch
and prepared the creative brief

Formed and led a creative team for production.

Directed the shoot and revisions
to ensure a seamless VR experience.

My Strategy:

Problem #1: Viewers getting distracted and missing key details in VR

Solution: An actor to guide the viewer, creating a narrative to direct attention

Problem #2: Conveying brand messaging effectively in VR

Solution: Interactive text boxes appeared, reinforcing the actor's interaction with the space

Problem #3: Immersive experience overwhelming the viewer

Solution: We used slow-paced editing to allow comfortable exploration

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Content Strategy for *Cleta Consulting*

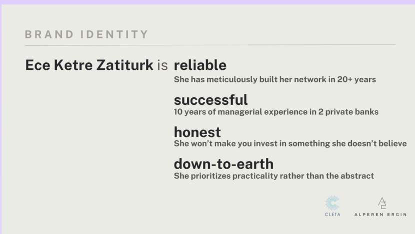
Objective:

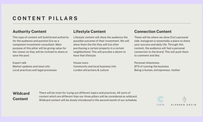
To develop a tailored content strategy
that differentiates the client from typical real estate agents

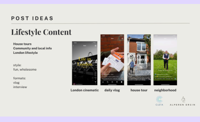
My Strategy:

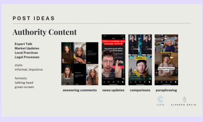
Identified brand characteristics to kickstart the process

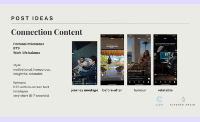
Created three content pillars to guide the content
aligning it with the client's brand identity and expertise











Execution:

Created an Airtable board for project management

Planned and executed pilot short-form videos
to generate tangible samples for the client.

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Social Media Design for *Startups of London*

Objective:
To create visually consistent social media templates that align with current trends, ensuring a smart and engaging feed.

Design Strategy: Developed original social media templates from scratch for a cohesive brand identity.

Copy Strategy: Repurposed copy lengths to ensure content was easily digestible for the audience.

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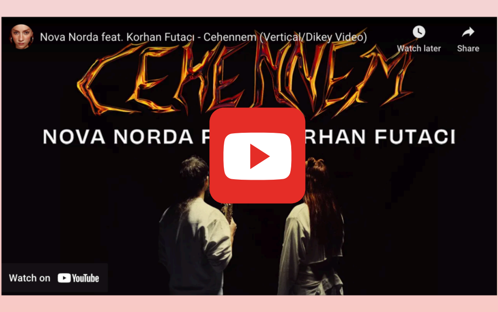
Concept Development for *Nova Norda*

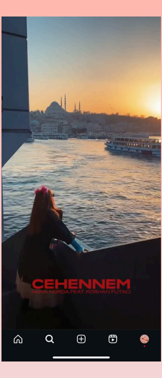
Objective:
To develop a visual concept for the song "Cehennem"
that aligns with the song's themes
and enhance its relatibility across digital platforms

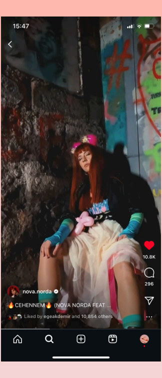


Concept Development: Led brainstorming sessions to create a visual concept rooted in the song's core theme.

Execution: Conducted a guerrilla-style photoshoot in urban locations to further materialize the concept.

Outcome: Concept evolved into a vertical-form music video, generating a total of 500K views on YouTube and Instagram combined.





Thank You

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