

# DENİZ YAZICIOĞLU

◆ Portfolio: [dindindeniz.com](https://dindindeniz.com)

◆ LinkedIn: [linkedin.com/in/denizyazicioglu/](https://linkedin.com/in/denizyazicioglu/)

◆ Mail: [deniz94y@gmail.com](mailto:deniz94y@gmail.com)

## *Community & Creative Program Manager*

I designed, built, and managed Web2 and Web3 communities for diverse domains such as DAOs, education, music, media, and NFTs. I have also led product innovation projects for a branding agency and a strategic design studio, applying my skills in digital product management, design research, strategic communication, and team leadership. I offer freelance consulting services to digital-product-led companies that want to launch, grow, or engage their online communities.

## Experience

### — Freelance & Contract

#### **Head of Community, Protein**

December 2021 - December 2023 // London (Remote)

Led operations, strategy, and the core team for a tokenized web3 community, formerly a DAO (Decentralized Autonomous Organization).

- Managed 5+ diverse projects from ideation to execution, ensuring meaningful contributions to community growth.
- Demonstrated strategic prowess by adapting to the evolving web3 landscape and market dynamics.
- Oversee 30+ online and offline events, ensuring strategic planning and execution.
- Drove content development, and maintained a consistent and compelling narrative.
- Managed token (\$PRTN) accounting for operations and contributions.
- Fostered an online collaborative work environment, aligning the team with the community vision.

#### **Community Manager, Symphony.live**

June 2022 - March 2023 // Amsterdam (Remote)

Coordinated and strategized social media marketing while providing customer support through webcare for a video streaming platform focusing on classical music.

- Provided customer support to 200+ users through web care to enhance user experience using Coosto.
- Employed strategic initiatives and created content to optimize social media presence and engagement on Facebook, Instagram, and LinkedIn.
- Designed rituals and communication patterns for the distributed marketing and production teams.

#### **Community Manager, Voice**

December 2021 - August 2022 // New York (Remote)

Managed a large community of artists on Discord for an NFT (Non-fungible token) marketplace, organized and hosted online events, and led an ambassadors program.

- Managed the 2,000-artist community on Discord.
- Organized and hosted over 35+ online events to foster community engagement.
- Led and oversaw an ambassadors program for the most engaged artists, highlighting their accomplishments.

### — Full-time

#### **Community Designer, ATÖLYE Academy**

January 2021 - December 2021 // Istanbul

Served as a co-learning designer, community manager, and operations lead for two online cohort-based learning journeys, playing a crucial role in executing ATÖLYE Academy's first B2C sales.

- Achieved a significant milestone for ATÖLYE Academy, securing ₺180,000 in B2C sales.
- Engaged 600+ diverse members, guided them through a transformative learning journey, and fostered meaningful connections.
- Orchestrated 11 online learning modules, led by 20 facilitators.
- Implemented 15 no-code integrations, lightened the admin workload.
- Collaborated with 3 local brands, hosted 4 public events, and facilitated 6 "Digital Campfires" for knowledge-sharing.

## **Academy Coordinator, ATÖLYE**

January 2020 - December 2020 // Istanbul

Coordinated the launch of ATÖLYE Academy for the strategic design consultancy ATÖLYE.

- Facilitated 3+ team and stakeholder workshops to build the go-to-market strategy.
- Conducted design research to inform the strategy with 4 stakeholders and 15 interviewees.
- Managed the branding process with the internal visual design team.
- Set up and managed social media accounts on Twitter and Instagram.
- Managed an external developer team and copywriters to launch a website.

## **Global Scanning Network Internship, Copenhagen Institute of Future Studies**

January 2019 - June 2019 // Copenhagen (Remote)

"Future of People and Well-being" unit research team member at the Global Scanning Network.

I contribute to the network by delivering insights that can become a global future trend.

## **Communications & Research Associate, ATÖLYE**

February 2018 - December 2019 // Istanbul (On-site)

Was a member of the communications team while simultaneously fulfilling the role of a design researcher for diverse client projects.

- Conducted desk research and benchmarking for IDEO, HürriyetEmlak, and Arçelik projects.
- Implemented strategic communication plans and coordinated corporate communications and media communications.
- Coordinated 3 internal re-branding initiatives and 2 website production projects.
- Spearheaded content development and management.

## **Publications and Thought Leadership**

Please visit: [dindindeniz.com/thought-leadership](http://dindindeniz.com/thought-leadership)

## **Certifications**

**Professional Scrum Product Owner (PSPO I), 2022**

## **Education**

MA Digital Culture and Society, **King's College London**, Merit

BA Communication and Design, **Bilkent University**, GPA: 3.55

IB Diploma Program, **Bilkent Laboratory and International School**

## **Tools**

Proficient in Discord, Asana, G-Suite, Slack, Notion, Miro, Canva, and Coosto