

DENİZ YAZICIOĞLU

Community Manager - Strategy, Engagement and Operations

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I studied digital communications, then spent seven years learning what a classroom can't teach: how to actually run a community, not just understand one. I work both sides. On the front end, I read a room, knowing which comment is about to become a thread and which quiet member is about to disappear. On the back end, I handle the less visible part: the playbooks, the moderation logic, and the systems that let a community hold its shape as it scales. That combination grew the BBC Live Immersive Discord by 250%, off a Reddit campaign I built from a hunch about where the conversation actually was. It ran a 2,000-artist Discord through 35+ events without the wheels coming off. It kept a token community steady through real volatility, when steady was the hardest thing to be. I was endorsed by Tech Nation UK as Global Talent under the Product Innovation category. I make the internet feel like home.

EXPERIENCE

Founder · DNZY, Independent Community Consultancy **2022 – Present**

I run full-service community projects for media, tech, learning, cultural, and crypto-native organisations across the UK, Europe, and the US, owning strategy, launch, and day-to-day delivery on Discord, Reddit, and beyond.

BBC Live Immersive

- Launched and ran the Discord community for virtual gigs, then built a Reddit growth campaign that grew it by 250%, proof that the right platform strategy (not just presence) drives community growth.
- Project won the 2025 Broadcast Tech Innovation Award (Best Innovation Project) and a 2025 Muse Design Award.

Voice NFT Platform

- Owned a 2,000+ member artist Discord end to end: moderation frameworks, content cadence, and community guidelines that held up at scale.
- Ran 35+ community events and built an ambassadors programme from scratch to turn active members into advocates.

Protein DAO

- Led membership, events, content strategy, and token-community operations for a fast-moving, reputation-sensitive crypto community, staying calm and clear through volatile, high-scrutiny moments.
- Invited to speak on web3 panels about building community-led projects.
- Led Brand Membership for sister platform Protein.xyz, a cultural intelligence platform, connecting community strategy to brand partnerships.

Semrush

- Supported the operational scaling of the Semrush Ambassador Program, building the internal processes that let an advocacy programme grow without losing consistency.

Sony UK

- Grew engagement by 40% on British singer-songwriter Cat Burn's Discord community through targeted content and member touchpoints.

British Council

- Designed and ran a programme engaging 250 Turkish policy-makers and creative professionals, in partnership with Cultural Associates Oxford: cross-border community-building in a diplomatically sensitive context.

Oevra App

- Managed pre-launch beta testing: ran sprints, collected structured user feedback, and fed insight from early adopters back into the product roadmap.

Symphony Media & Private Sezin Schools

- Delivered frontline webcare for 500+ early adopters at Symphony Media, and coached an in-house community manager at Private Sezin Schools on strategy and day-to-day practice.

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Community Designer • ATÖLYE Academy, Istanbul 2020 – 2021

- Designed and led the community for ATÖLYE Academy's first B2C programme, bringing in ₺180,000 in sales.
- Guided 600+ members through 11 online learning modules delivered by 20 facilitators.
- Built 15 no-code integrations to take admin work off the team.
- Partnered with 3 local brands, hosted 4 public events, and ran 6 "Digital Campfires" for knowledge-sharing.

Project Manager • ATÖLYE Academy, Istanbul 2020

- Launched ATÖLYE Academy, leading go-to-market strategy through 3+ team workshops and 30+ stakeholder interviews.
- Directed branding with in-house designers and oversaw external dev and copy teams to deliver the website.

Communications & Research Associate • ATÖLYE, Istanbul 2018 – 2019

- Worked as part of the communications team while also serving as a design researcher for diverse client projects.
- Created social and blog content while contributing design research across client projects.
- Executed comms strategies and led 3 internal rebrands and 2 website builds with the design team.

SKILLS

Platforms: Discord, Reddit, WhatsApp, Slack

Community ops: Channel launch & growth strategy, moderation frameworks, community guidelines, ambassador/advocacy programmes, AMAs & events, beta testing, crisis response, translating conversation data into product and content input

Cross-functional: Working across content, product marketing, and customer support

Tools: Notion, Monday, Asana, ClickUp, Miro, G-Suite, Canva, Claude

EDUCATION

MA Digital Culture and Society, King's College London

BA Communication and Design, Bilkent University