

DENIZ YAZICIOGLU

Community Manager - Strategy, Engagement and Operations

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I studied digital communications, so I know how people behave online and what they expect from the places they join. I'm a generalist, and I think in systems. I like zooming out to see the big picture, but I'm just as happy doing the work to make it happen. Before launch, I work out who a community is for, what it should achieve, and how to measure it. Then I build how it runs, from playbooks to moderation rules. I'm very organised, and that's what lets me be the fun, slightly whimsical one in the room without things falling apart in the background. At BBC Live Immersive, I noticed the conversation we wanted was happening on Reddit, so I built a campaign there and grew the Discord by 250%. At a strategic design and innovation consultancy, I set up the learning community for the company's first B2C project, and it made its own revenue. Tech Nation UK endorsed me as Global Talent in Product Innovation.

EXPERIENCE

DNZY, 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 Slack, Discord, Reddit, and beyond.

BBC Radio 1 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.

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.

PROTEIN AGENCY · 2026 – Present

A global cultural insight, foresight, and brand strategy consultancy

Creative Operations Manager

- Built operations from scratch, including finance workflows, project boards, the company handbook, and policies. Introduced AI tools to speed up collaboration and research.
- Managed multi-market qualitative research for global brands, covering participant recruitment, diary study logistics, interview scheduling and data management.
- Managed a global pool of contractors, plus recruiters and local partners across 10 countries and time zones, from sourcing through onboarding.

ATÖLYE · 2018 – 2021

A community-powered strategic design and innovation consultancy

Community Designer

- 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

- 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

- 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 Management: Channel launch & growth strategy, community-led growth, customer journey mapping, moderation frameworks, community guidelines, ambassador/advocacy programmes, AMAs & events, beta testing, crisis response, retention, community health, translating conversation data into product and content input

Cross-functional: Communication strategy, sprint planning, project management, reporting, working across content, product marketing, and customer support

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

EDUCATION

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

BA Communication and Design, Bilkent University (Department 3rd)