



BAHAR GÖKBENDER

Content Marketing | Marketing & Communications
Professional with creativity

bahargokbender@gmail.com/ www.marcomrecipes.com/ +41 (0) 78 932 47 10

ABOUT ME

Experienced and creative marketing communications professional with a focus on content. My journey in content marketing, content creation, and marketing communications spans global corporations and dynamic advertising agencies. I bring a wealth of experience in crafting compelling narratives that resonate with diverse audiences. With a keen understanding of industry trends and a strategic mindset, I have consistently contributed to brand growth and engagement.

SECTORS

- Intralogistics, FMCG, Retail, Gastronomy, Automotive, Personal Care, Aviation, Fashion, IT, Banking...

BRANDS

- Nivea, Migros, Fiat, Kardex, Bonacure, Schwarzkopf, Western Union...

EXPERTISE

- Expertise in developing content strategy, planning and management for online marketing campaigns for B2B and B2C
- Content creation in various forms and asset types such as white paper, case study, website, video, animation, LP, press release etc.
- Social media planning, management and content creation
- Branding, brand marketing, print marketing
- Storytelling, editing, proofreading
- Photography, design and video production

PROFESSIONAL EXPERIENCE

08/2020-02/2024

Content Marketing Manager

Kardex (Swiss based, global intralogistics company) Zurich

- Started with Content and Storytelling Specialist role and promoted to Content Marketing Manager
- Managed content strategy, planning, and creation processes for global B2B digital campaigns and website
- Planned and created global content for social media
- As the main contact person for the regions, ensured the quality of regional content
- Created content for multiple channels in various forms (case study, white paper, video, animation etc.)
- Oversaw relationships with internal and external stakeholders, including agencies and freelancers, while managing the content budget

09/2016-07/2017 10/2018-11/2019

Marketing Director

Pusula Media (Zurich based Marketing-Advertising-IT Agency), Zurich

- Managed online and offline marketing activities for the clients and the agency (branding, online campaigns, websites, print materials, and events)
- Responsible for content management of online and mobile marketing projects, such as applications, software programs, and websites
- Contributed to the management of events, such as exhibitions, concerts, and sponsorship
- Served as the editor of the monthly magazine and online platform
- Managed client relations and relationships with freelancers, production companies, etc.

BAHAR GÖKBENDER

Content Marketing | Marketing & Communications
Professional with creativity

bahargokbender@gmail.com/ www.marcomrecipes.com/ +41 (0) 78 932 47 10

PROFESSIONAL EXPERIENCE

09/2016-07/2017

Marketing Specialist Atlasglobal Airlines, Zurich

- Consultancy for B2B marketing activities
- Executed B2B and B2C marketing activities such as e-mail marketing, print materials (brochures, flyers etc.), exhibitions

12/2015-05/2016

Marketing Communications Manager Bäckerei Happy (Bakery Chain), Zurich

- Planned and executed marketing communication activities. (Online-shop, social media content, promotions, sponsorships, sampling activities...)

04/2013-04/2014

Senior Copywriter - Project Manager Akil Isleri (Advertising Agency), Istanbul

- Concept development and copywriting for online and offline advertising projects
- Team lead and project management
- Specialized in shopper marketing, user experience and social media

01/2008-09/2012

Senior Copywriter Marka Sokak (Advertising Agency), Istanbul

- Developed creative concepts and content for 360 degree campaigns.
- Responsible for content management of a gastronomy portal and cook books

04/2006-12/2008

Copywriter FCB Istanbul (Global Advertising Agency), Istanbul

- Developed concepts and created content for global brands
- Responsible for global campaign localizations

03/2002-06/2004

Junior Copywriter Penajans Darcy/Publicis Group (Global Advertising Agency), Istanbul

- Developed concepts and content for global and local brands

2002/2006 other experiences

- Assistant Producer, 333 Production, Istanbul
- Scriptwriter for TV serials, Espri Film Production, Istanbul

EDUCATION

1997/2002, Media and Communication Systems (BA Degree)

- Bilgi University / Laureate International Universities Network, Istanbul
- Film and Television (Minor Degree)

10/2017-01/2018, Online and Mobile Marketing Management (Certificate)

- SAWI -Academy for Marketing and Communication, Zurich

10/2017-12/2017, Online Project Development (Certificate)

- Online Labor, Zurich

LANGUAGE SCHOOLS

2014-2017, Intensive German Courses Goethe Certificate C1 Level

- ZHAW, Bilingua, Alpha Sprachwelt, Zurich

2012, Intensive Italian Course - C1 Level

- Scuola Leonardo da Vinci, Florence, Italy

BAHAR GÖKBENDER

Content Marketing | Marketing & Communications
Professional with creativity

bahargokbender@gmail.com/ www.marcomrecipes.com/ +41 (0) 78 932 47 10

LANGUAGE SKILLS

- **English** / C2
- **German** / C1
- **Turkish** / Native
- **Italian** / B1

IT SKILLS

- Microsoft Office
- Adobe Creative Suit
- HubSpot CMS
- AI (usage of AI tools for content creation)
- Lightroom
- Indesign
- Video Editing
- Canva Design
- Social Media Analytics
- Wordpress
- Wix

SOFT SKILLS

- Strong creative skills
- Positive attitude and high sense of empathy
- High sense of responsibility and reliability
- Practical thinker-agile
- Effective management and organizational skills
- Multitasking
- Self-motivated, passionate
- Solution oriented, open minded
- Balance maker in the team

HARD SKILLS

- Strategic communications, internal communications, external communications
- Analytics
- SEA, SEO
- Inbound marketing
- Content management and creation
- Social media channels management (Instagram, LinkedIn, YouTube)
- Journalism, public relations, publishing
- Brand awareness, marketing strategy
- Events management
- Stakeholder management
- Budget

PERSONAL INFO

- Date of Birth: 14/03/1979
- Nationality: Swiss citizen
- Marital Status: Married

CONTACT

- Favreweg 1, 8304 Wallisellen, Zurich - Switzerland
- Mobile: +41 (0) 78 932 47 10
- bahargokbender@gmail.com

INTERESTS

Food styling & photography, blogging, gastronomy, design, psychology

PERSONAL PROJECTS

2019, Hobby activity Bab Events, Zurich

Organized gastronomy events and cooking classes

2015, Hobby activity Bab Handmade (Design Accessories and Toys), Zurich

Bab Handmade products were sold in designer markets and social media