

## Murat Gungor

+41-79-5406130 • muro@hotmail.com • <http://www.murat-gungor.com/>

OVER 14 YEARS OF EXPERIENCE IN DEVELOPING WEB AND MULTIMEDIA CONTENT FOR  
INTERNATIONAL ORGANIZATIONS AND UNIVERSITIES

### KEY QUALIFICATIONS

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- **Creative video and web producer.** Developed videos in Albania, China, Denmark, Haiti, the Netherlands, Palestine, Poland, Qatar, Serbia and Ukraine for corporate and project communication needs; executed social media campaigns for large institutions; created monthly and project-based web analytics reports
- **Team player with supervisory experience.** Managed teams of two to three members; worked with writing, IT and translation groups
- **Project manager for large-scale assignments.** Redesigned intranets and websites at two large institutions; worked with teams spread across many time zones. Constantly coordinated tasks with senior leadership and end-users to factor their buy-in for end product

### PROFESSIONAL EXPERIENCE

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#### World Health Organization (WHO)

Geneva, Switzerland

*Content Analyst*

August 2016-Present

- Writing and editing WHO's online corporate products, such as homepage, fact sheets, fact files, news releases and commentaries
- Managing content and site architecture of WHO website in preparation for migration to new Content Management System (CMS)
- Analyzing web statistics on a monthly basis to present to department on content's performance and traffic from social media
- Assessing content against users' needs and feedback to ensure corporate content is relevant, well-structured, clear, SEO-compliant and follow WHO web policy and general good practice

#### OSCE Office for Democratic Institutions and Human Rights (ODIHR)

Warsaw, Poland

*Web Editor*

April 2014-July 2016

- Wrote and edited news items, news releases and feature stories for ODIHR website
- Managed organization's presence on social media. Executed campaigns for Human Dimension Implementation Meeting, to create momentum before the event and invite users to webcast in English and Russian. Installed tweet wall at venue
- Developed videos. Participated in an official mission to Ukraine to produce a video on short-term observers on election observation missions to capture their experience, in return to request funds from Member States for future sponsors
- Created infographic content for the website. For example, working with the Gender Unit, summarized report on women's political participation with charts, icons and images in an infographic web feature

#### United Nations Office for Project Services

Copenhagen, Denmark

*Online Communications Specialist*

July 2012-April 2014

- Managed website's content production and its redesign process. Successfully re-launched new data-driven and responsive website
- Directed organization's social network presence on Facebook, Twitter, Flickr and YouTube, including managing hashtag campaigns with other UN agencies and partner organizations.
- Developed partner email communication campaigns by creating attractive email templates and tracking their progress
- Tracked monthly website performance on Google Analytics and documented content progress against Key Performance Indicators
- Built external newsletter templates, subscription lists and ran newsletter campaigns via Campaign Monitor tool

- Led organization's intranet content production, its organization and improvements. Supervised two employees to deliver sets of training for country offices and departments to provide on-going support for their content development needs
- Produced corporate videos. Participated in official missions to Haiti and Palestine to gather interviews and B-roll footage for showcasing UNOPS work in-country. Developed programmatic videos, such as for launch of sustainability programme and gender practices at workplace

**United Nations Office for Project Services**

Copenhagen, Denmark

*Intranet Content Associate*

May 2010-July 2012

- Managed organizational knowledge by intranet redesign process. Conducted audience research, developed information architecture recommendations, hired graphic design company through a competitive bidding process (RFP-request for proposal) and worked with ICT team within Scrum agile methodology, to transition intranet into new CMS, SharePoint 2010, with new design and site architecture
- Supervised content creation across all country offices on intranet by conducting training sessions, developing user manuals and providing helpdesk support
- Monitored intranet's performance through SharePoint's Analytics information and documenting its progress against KPIs
- Wrote and edited internal communications articles and internal newsletter, including management of their translation
- Managed internal newsletter's design, dissemination and performance via Campaign Monitor tool

**Georgetown University in Qatar**

Doha, Qatar

*Marketing and New Media Manager*

Nov 2007-May 2010

- Streamlined production of web content across university departments using homegrown CMS, in coordination with IT development team in Washington, DC
- Managed school's external communication on website by writing web articles and overseeing social media presence. Traveled to China's Sichuan district on a community-learning trip to have students document their experience helping locals rebuild their homes after the 2008 earthquake, in the form of blogs and videos
- Directed website redesign project for school and research center, including research, graphic design and information architecture development. Re-launched new website with intuitive content organization and improved look and feel
- Carried out online media buying, such as Google AdWords, for experimental markets to recruit prospective students
- Produced video and audio podcasts on school events and student trips to be distributed via website and social networking sites
- Managed market research in Saudi Arabia, Egypt and Qatar for a potential Master's degree

**One Economy Corporation, The Beehive**

Washington, DC

*Local Web Editor*

August 2007-September 2007

- Researched information for web portal to create resources on education, and microbusinesses for marginalized Turkish population
- Translated and adapted content from South African site to be used in Turkish site
- Edited online material for stylistic and grammatical purposes to make content user-friendly

**University Information Services (UIS), Georgetown University**

Washington, DC

*Web Production Assistant*

Feb 2006-June 2007

- Created and modified web sites for internal University clients by using university's content management system
- Edited reports and designed graphs and visuals for marketing needs of UIS

## PROJECTS

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**Nyenrode Business School – VIDEO PRODUCER:** *Breukelen, The Netherlands* November 2012 - March 2013

- Conceptualized, shot, edited five short videos on school's programs

**TRT Arabic – ASSISTANT DIRECTOR:** *Lebanon* January - September 2011

- Conceptualized, and produced demo episode for a new TV programme

**Doha Tribeca Film Festival's One-Minute Film Challenge – DIRECTOR:** *Doha, Qatar* January - February 2010

- Conceptualized, shot, edited a one-minute film and directed crew

## EDUCATION

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**Georgetown University:** *Washington, DC* May 2007, Master of Arts, *Summa Cum Laude*, Communication, Culture and Technology

Departmental Thesis: Nationalism on the Internet: The Role of Greek 'Others' in the Formation of Turkish Nationalism

**Istanbul Bilgi University:** *Istanbul, Turkey* March 2007, Master of Arts, *Summa Cum Laude*, Cultural Studies

**Koc University:** *Istanbul, Turkey* February 2003, Bachelor of Arts, *Summa Cum Laude*, Business Administration (Marketing Communications)

## TRAINING

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**Maine Media Workshops - TRAINEE:** *Maine, USA* July-August 2012

- Four-Week Documentary Film School to produce documentaries and learn about story telling
- Final film, *A Holy Month in Maine*, aired on Maine's PBS Channel, MPBN and screened at Jaipur International Film Festival 2013

**Academy Class - TRAINEE:** *London, UK* July 2008

- 5-day intensive training on Adobe Photoshop, InDesign and Illustrator

**The World Bank - Seminar Participant:** *Washington, DC* September 2006-December 2006

- Global Issues Seminar Series to learn about the challenges facing today's global citizens

## SKILLS

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Language: Turkish (Native), English (Advanced), French (Intermediate), Arabic (Basic)

Computer: Proficient in Microsoft Office Suite, HTML (Advanced), Dreamweaver, Adobe InDesign, Photoshop CS, Illustrator (Intermediate), Premier (Advanced), SharePoint 2007-2010 (Advanced), Final Cut Pro X (Advanced)