

PROFESSIONAL SUMMARY

AI-Driven Creative Technologist & Creative Director with over a decade of cross-border experience architecting high-converting performance marketing campaigns, data-driven brand architectures, and next-generation autonomous AI production pipelines. Grounded in award-winning filmmaking, photography, and documentary visual storytelling—with work featured in *The New York Times*, preserved in the International Centre of Photography archive (CIP, France), and screened/exhibited across 20+ international film festivals and photography exhibitions worldwide. Proven leadership spearheading regional creative strategy for Xiaomi across CEE and Nordic markets, directing digital marketing operations at Cognizant and YouTube Trust & Safety at Genpact across Google Vendor Offices (Google Ads, Tag Manager, GA4), and engineering multi-channel digital systems at Aon. Uniquely bridges cinematic narrative craft with state-of-the-art Agentic AI workflows, autonomous coding agents, and generative AI creative suites to maximize conversion velocity, user acquisition, and enterprise brand equity.

CORE COMPETENCIES & TOOLING

- Agentic AI, Autonomous Workflows & Vibe Coding:** Google Antigravity, Anthropic Claude Cowork / Computer Use, OpenAI Operator / Codex, Cursor, Windsurf, Bolt.new, v0.dev, Replit Agent, Model Context Protocol (MCP), Multi-Agent Swarms, Vibe Coding, Full-Stack Prototyping (Python, React, Vite, Node.js, WebGL).
- AI Foundation Models & Machine Learning:** Claude 5.5 (Opus / Sonnet / Haiku), OpenAI GPT-6.1 Sol / GPT-6 Astra / o3 / o1, Google Gemini 4 Argon / 3.8 Flash & Pro, DeepSeek R1 / V3, Open-Source LLMs (Llama 3.3), Reasoning Models, Model Fine-Tuning & Evaluation, ML Data Classification, AI Policy & Safety Governance.
- Generative AI Video & Visual Pipelines:** Kling 4.0 / 4.0 Flash & Canvas Agent, Runway Gen-4.5 / Gen-4 Aleph, Google Flow / Veo 2, OpenAI Sora, Minimax / Hailuo, Midjourney v7 / v6.1, Flux.1 / Flux 2, ComfyUI (ControlNet, IP-Adapter, AnimateDiff), LoRA Character Training, Temporal Consistency, Product/Label Locking.
- Video, Motion & Photorealistic 3D:** Premiere Pro, After Effects, 3ds Max (V-Ray, Corona), Blender Cycles, Motion Graphics, Photorealistic 3D Rendering, Dynamic Camera Tracking, High-End Color Grading (DaVinci/Lumetri).
- Music Creation, Sound Design & Audio Mix:** FL Studio, Adobe Audition, Studio Music Composition, Beat Production, Stem Mixing, Dynamic Audio Mastering, Sound Design & Foley, Spatial Acoustics, Commercial Sonic Identity.
- Creative Direction & Brand Architecture:** 360° Omnichannel Campaigns, Brand Identity Systems, Art Direction, Direct Response Design, Editorial Storytelling, Figma, Photoshop, Illustrator, InDesign, Canva, Design Systems.
- Performance Marketing & Data Analytics:** Google Ads Suite, YouTube Ecosystem, Meta Ads Manager, Google Analytics 4 (GA4), Google Tag Manager, Data Attribution, SEO/SEM Architecture, CRO Landing Page Systems, CAC Minimization.

PROFESSIONAL EXPERIENCE

Creative Director | Freelance — Istanbul & Remote2018 – Present

- Brand & 3D Systems:** Direct full-lifecycle delivery of 3D visualization, enterprise brand systems, and performance marketing collateral for international brands.
- AI Video Pipelines:** Architected end-to-end commercial AI video production pipelines, producing broadcast-quality ad spots with guaranteed product and label fidelity without physical shoots.
- Performance & CRO:** Engineered high-converting, SEO-optimized web architectures and interactive landing pages, dramatically lowering customer acquisition costs (CAC) and driving inbound conversions.

Creative Director | Xiaomi Technology — Warsaw, Poland2024 – 2025

- Creative Strategy:** Led end-to-end regional campaign art direction, visual storytelling, and brand localization strategies across CEE & Nordic territories.
- Asset Production:** Directed high-volume digital, video, print, and point-of-sale (POS) marketing asset creation.
- Stakeholder Alignment:** Collaborated with cross-functional leadership to scale product launches and market penetration.

Creative Design Associate | Aon — Poland2023 – 2024

- Print & Digital Collateral:** Crafted corporate catalogs, multi-page print brochures, layouts, and branded HTML email/newsletter assets.
- Documentation & Data Visualization:** Conceptualized analytical data graphics, complex risk infographics, whitepapers, interactive forms, and internal communication decks.
- Proposal & Brand Governance:** Produced premium sales presentations, high-stakes tender documents, and audited materials for absolute alignment with global brand guidelines.

Senior Process Executive – Marketing Operations | Cognizant (Google Vendor Office) — Krakow, Poland2022 – 2023

- Campaign Optimization:** Guided visual asset optimization, ad-tech troubleshooting, and creative review for Google marketing clients.
- Client Support:** Resolved performance, policy, and implementation bottlenecks across Google Marketing Platform suites (Ads, GA4, GTM).
- Workflow Efficiency:** Maintained rigorous SLAs/KPIs for creative delivery, platform adoption, and technical troubleshooting.

Content Reviewer & AI Data Specialist – YouTube Trust & Safety | Genpact (Google Vendor Office) — Krakow, Poland2021 – 2022

- Trust & Safety:** Audited YouTube digital media, user-generated content, and video assets for global policy and safety compliance.
- AI Data Training:** Labelled complex safety datasets, evaluated model outputs, and trained multimodal AI algorithms for content safety.
- Risk Mitigation:** Addressed emerging content violations, policy updates, and platform security escalations under tight SLAs.

Career History Note: Selected recent roles shown above. Extensive professional record in photography, cinematography, and design since 2012 available on request • View Full History on LinkedIn

EDUCATION

- B.A. in Creative Media – 3D Animation & VFX**
 DSW University, Poland (2017 – 2021)
- Digital Communication & Multimedia (Exchange)**
 FH Upper Austria, Hagenberg (2018 – 2019)

LANGUAGES & HONORS

- Languages:** Turkish (Native), English (C1 — Full Professional), German (B1)
- Artistic & Editorial Honors:** Featured in *The New York Times* (2017), CIP France archive, and screened/exhibited across 20+ international film festivals & photography exhibitions worldwide.