

YAREN ZEYNEP ERDAL

Graphic Designer | Social Media Manager
Event & Exhibition Project Manager
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Portfolio: Google Drive - Selected Work

PROFESSIONAL SUMMARY

Graphic Designer, Social Media Manager, and Event & Exhibition Project Manager with experience in brand design, digital marketing content, print production, and live event delivery. Background includes medical tourism, event agencies, trade exhibitions, and agricultural marketing. Skilled in coordinating creative teams, clients, suppliers, and on-site operations while delivering consistent visual communications.

CORE SKILLS & SOFTWARE

Graphic Design:	Brand Identity, Visual Communication, Print Design, Advertising Graphics, Brochures, Catalogs, Exhibition Stands, Banners.
Social & Content:	Social Media Management, Content Creation, Promotional Content, Social Media Graphics, Digital Marketing Campaigns.
Events & Operations:	Event & Exhibition Management, Project Planning, Vendor Coordination, Event Staffing, Venue Setup, On-Site Supervision.
Creative Software:	Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Canva, Microsoft Office.
AI & Collaboration:	Claude, ChatGPT, AI Tools, Creative Team Management, Client Communication, Problem Solving, Time Management.

PROFESSIONAL EXPERIENCE

BiHealth Marketing **Sep 2024 - Jan 2026**
Graphic Designer & Social Media Manager | İzmir, Türkiye

- Managed social media accounts and created promotional content for a medical tourism company serving international patients.
- Designed digital and printed marketing materials for healthcare-focused promotions.
- Supported brand identity and marketing campaigns to communicate services to prospective patients.

INSPO Event & Agency **Sep 2024 - Jul 2025**
Project Manager, Healthcare Events & Exhibitions | İzmir, Türkiye

- Managed advertising teams and creative projects for healthcare events and exhibitions.
- Planned healthcare exhibitions and coordinated suppliers, event staff, and client communications.
- Supervised on-site event execution from pre-production through final delivery.

Mono Event **2023 - 2025**
Graphic Designer, Events & Exhibitions | İzmir, Türkiye

- Coordinated suppliers, venue setup, and pre-event preparations for corporate events and exhibitions.
- Supervised venue setup and pre-event preparation in collaboration with production teams.
- Managed on-site event staff to support smooth delivery through event completion.

Barzels **2023 - 2024**
Graphic Designer | İzmir, Türkiye

- Designed exhibition stands, banners, promotional materials, brochures, and product catalogs for agricultural companies.
- Created digital and social media advertising graphics for marketing campaigns.
- Developed product catalogs and brochures and prepared print-ready promotional artwork.

YZE Agency **Sep 2020 - Mar 2024**
Co-Founder | İzmir, Türkiye

- Led branding and graphic design projects and coordinated social media and marketing campaigns.
- Managed client communication, project planning, and daily creative team operations.
- Developed business relationships and contributed to agency growth initiatives.

3Gen Agency **2020 - Apr 2020**

Graphic Designer (Project-Based) | İzmir, Türkiye

- Designed digital and printed campaign materials, including political project visuals and social media advertising assets.
- Created social media content and advertising visuals supporting campaign briefs.
- Delivered brand design and visual communications aligned with project requirements.

Barzels **2016 - 2020**

Graphic Designer | İzmir, Türkiye

- Produced marketing collateral and trade show graphics, including catalogs, brochures, exhibition stand designs, and banners.
- Created digital marketing visuals and social media graphics for advertising campaigns.
- Produced catalog and brochure layouts and prepared print-ready files for distribution.

EDUCATION

Gediz University **2014 - 2016**

Graphic Design & Photography

Cumhuriyet Nevvar Salih İşgören Vocational and Technical Anatolian High School **2010 - 2014**

Graphic Design & Photography

LANGUAGES & TRAINING

Languages: Turkish (Native) | English (Pre-Intermediate)

English Language Training: Easy School of Languages, Malta - 24-week General English Course (100% attendance).

ES Dubai, UAE - 24-week General English Program (Currently Enrolled; Expected Completion: December 2026).