

Contact

hello@elifgungor.com

www.linkedin.com/in/elifgungor
(LinkedIn)

Top Skills

Taxonomy

Systems Thinking

Microcopy

Languages

Spanish (Limited Working)

French (Professional Working)

English (Native or Bilingual)

Turkish (Native or Bilingual)

Certifications

DESIGN RULES: Principles +
Practices for Great UI Design

Human-Computer Interaction: The
Foundations of UX Design

Elif Güngör

Senior Experience Writer at Paribu
Istanbul, Türkiye

Summary

Hi there

I'm a Senior Experience Writer with almost 7 years of experience in different areas of content creation and content strategy. I have a background in creating content for marketing and advertisement, but my real passion is writing simple and easy to read content that you'll enjoy reading.

Experience

Paribu

1 year 2 months

Senior Experience Writer

January 2024 - Present (5 months)

Istanbul, Turkey

As the only Experience Writer in Paribu, I'm responsible for all content inside the mobile and web app. I'm also responsible for the pre and post sign-in page contents for the marketing website and the app store content.

In addition to my responsibilities, I'm working on building a new Content Library for Paribu to create consistent copy that is easily to deliver, edit and manage.

Experience Writer

April 2023 - January 2024 (10 months)

Istanbul, Turkey

Since the beginning of my days at SHERPA / Paribu, I have had the chance to work on multiple projects. In my first months I was responsible for producing clear and consistent UI copy for the new Paribu product which remains unreleased due to business decisions. I also worked on projects that focused on building a common content guideline for the Paribu brand.

My other focus was to build a Content Design System and integrating it with Figma, allowing us to reduce time spent on copy production and maintenance. Working closely with other Experience Writers, Product Designers and Front-

End Engineers, we completed the first version of the integration. This also led me to complete my first Content Design Library for the unreleased product.

SHERPA Experience Design Studio

Experience Writer

April 2023 - September 2023 (6 months)

Istanbul, Turkey

I joined SHERPA as an Experience Writer and worked on different projects for Paribu. SHERPA merged with Paribu at the end of August 2023.

Getir

UX Writer

May 2022 - April 2023 (1 year)

Istanbul, Turkey

I joined Getir as the third member of the UX Writing team and was responsible for defining the voice and tone standards of the new Getir product and writing content that was consistent with it. I successfully completed the copy production of the new product that had multiple features, but due to business restraints the product remains unreleased.

In my final months, I had the chance to work in other products inside the company such as the fast grocery delivery service Getir and GetirMore. Working closely with Product Designers and Product Managers, Getir was an experience that taught me a lot about working in a fast paced work environment and stakeholder management.

Paraşüt

4 years 1 month

UX Writer & Content Strategist

March 2021 - May 2022 (1 year 3 months)

Istanbul, Turkey

As the first UX Writer and Content Strategist of Paraşüt, I was responsible for creating and managing content for the Paraşüt marketing website and the web application.

Working closely with Product Designers, I wrote UI copies for new features of the Paraşüt web and mobile app. I also created product pages for the existing and new features of Paraşüt. Challenging myself to add something new to the website every time a feature was launched, the work we completed in

the Paraşüt website has helped the brand become one of the best fintech solutions in Türkiye.

I also worked on the new product of Paraşüt: Paraşüt Atlas. At Paraşüt Atlas, I was responsible for writing UI copy, transactional emails and building a content system that connected the two brands together. My final project with Paraşüt was designing the Paraşüt Atlas website, where I created the content strategy, low-fidelity wireflows and the overall copies of the website.

Content Marketing Specialist

May 2018 - March 2021 (2 years 11 months)

Istanbul, Turkey

Marketing Communication Strategy:

I was responsible for planning communication strategies for marketing campaigns and new feature announcements. This involved researching to gain detailed insights into different customer profiles and shaping communication strategies to suit the targeted audience.

e-Mail & SMS Marketing:

I created e-mail marketing strategies to achieve business targets, write high-quality e-mail and SMS copy for marketing campaigns and feature announcements, and create different types of content for various targeted audiences. Additionally, I plan and produce user onboarding content in close collaboration with the Customer Satisfaction Manager.

Website Content:

I was in charge of creating and updating landing pages, campaign pages, and feature pages as per the brand's needs. This also involved writing high-quality website copy for customers, testing new styles using HTML and CSS, conducting A/B tests to understand user preferences in website content and design, and planning sign-up flows for different needs while writing content to clearly lead users.

Offline & Video Content:

My duties involved producing copy for radio spots to achieve business targets, writing copy for brochures, user manuals, and booklets, and creating storylines and writing copy for animated videos to meet various brand marketing needs.

Social Media Content:

I was responsible for establishing a social media content strategy to meet the brand's needs. This includes creating new organic and ad post concepts to reach marketing goals, interact with customers, and reach the targeted audience. Additionally, I write copy and collaborate with a visual designer to create content for both Paraşüt and Paraşüt Atlas social media accounts.

Wunderman Thompson Turkey

Digital Copywriter Intern

July 2017 - May 2018 (11 months)

Istanbul, Turkey

Digital Copywriter Intern for various brands of companies like Unilever and Nestlé.

- Social media content creation
- Social media account management
- Crisis management

Dwarf Planet

Social Media Intern

February 2017 - July 2017 (6 months)

Istanbul, Turkey

- Website content management
- Social media content creation
- Social media analysis and reports
- Weekly bulletin creation
- Crisis management

Fevreka - Fevkalade Reklam ve İçerik Ajansı

Social Media Marketing Intern

June 2016 - October 2016 (5 months)

- SEO content creation
- Social media content creation
- Social media account management
- Visual content creation

- Video editing for social media accounts
- Crisis management

Filmloverss

Editor

June 2014 - September 2015 (1 year 4 months)

- Editor & Copy Editor
- Graphic Design
- SEO Editor
- Social Media Content

Education

Galatasaray Üniversitesi

Bachelor's degree, Department of Comparative Linguistics and Applied Languages · (September 2011 - June 2017)