



Seyit Pamuk

Marketing Lead | Strategic Creative | Multimedia Designer

Contact.

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Skills.

UI/UX Designer	● ● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe XD	● ● ● ● ● ●
HTML5/CSS3	● ● ● ●
Adobe Premier Pro	● ● ● ● ●
Adobe After Effects	● ● ● ● ●
Wordpress	● ● ● ● ● ●
Strategy & Marketing	● ● ● ● ●
Project Management & Leadership	● ● ● ● ●

Languages.



DUTCH



GERMAN



ENGLISH



TURKISH

About me.

Strategic Marketing Lead and Multimedia Designer with over four years of experience at the intersection of marketing strategy, IT, and content creation. I focus on scaling brands and leading nationwide campaigns, translating complex business goals into strong visual content that delivers measurable results.

Using a Design Thinking approach, I manage projects from the initial research phase right through to the final rollout. My work ranges from coordinating nationwide campaigns for major retailers (visible in 100+ stores) to building social media communities with millions of views and strategically positioning new brands. In doing so, I always maintain a strategic overview without losing sight of the practical details.

I combine deep technical expertise in web development and the Adobe Creative Cloud with a sharp commercial mindset. As a business owner and marketing lead, I take ownership of both the overarching strategy and the execution. I actively advise stakeholders at the management level and enjoy building the next step in digital innovation.

Professional Core Competencies

Result-Oriented & Decisive - Strategic & Analytical - Entrepreneurial & Independent - Resilient & Organized - Communicative & Client-Focused

Education.

Communication & Multimedia Design

2017 - 2022, HAN University of Applied Sciences
Arnhem

IT Application and media development

2014 - 2017, ROC Aventus
Apeldoorn

VMBO - Mavo

2010 - 2014, Eddy Hillesum Lyceum
Deventer

Experience.

Jann Products B.V. | Marketing Lead March 2025 - Present

- Took full ownership of the marketing strategy and execution for multiple perfume and cosmetics brands, building the marketing department from the ground up.
- Managed nationwide campaigns with physical visibility in over 100 retail stores (including Etos and Wibra).
- Designed and developed Point-of-Sale (POS) materials and product displays for hundreds of retail locations.

Happyclicks Photobooth Verhuur | Owner & Co-Founder January 2024 - Present

- Successfully launched and scaled my own business, securing over 45 major bookings within 2.5 years through strategic branding and content marketing.

Staff Capital, Content Creator & Designer

January 2023 - Juli 2024

HEUS (formerly Fast Forward), Graduation internship

Januari 2022 - June 2022

Picnic, Runner

October 2020 - December 2022

Hogeschool Saxion, Minor - Digital Marketing

August 2020 - February 2021

MTV Benelux | Internship January 2020 - June 2020

- Developed engaging social media content for MTV Netherlands and MTV Belgium, resulting in a structural engagement increase of 15% to 35%.

Lidl, All-round worker

April 2018 - January 2020

Trenton BV, Internship

February 2017 - June 2017

Fiftysix Avenue BV, Internship

August 2015 - February 2016

Carinova, Internship

May 2015 - April 2015

Dirk van den Broek, Filling shift leader

October 2014 - April 2018

All-in verspreiding, Newsboy

January 2012 - March 2013