

## BERRAK SARIKAYA

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### CAREER SUMMARY

10+ years advisory and hands-on experience specializing in content marketing and integrated campaign strategy with a passion for customers' stories and buyer journeys. I bring that passion to developing and executing integrated strategies that work toward achieving business goals. Established track record in both B2B and B2C digital marketing, content strategy, and community-building is driven by:

- Passion for storytelling and executing cross-channel strategies translating marketing & business goals
- Expertise in internal and external communication, with focused attention to collaboration
- Strong project management skills and experience working with cross-functional teams
- Demonstrative success in data-driven decision making and a growth mindset

#### **Sr. Content Marketing Manager, IoT, Twilio** 2/20-Present

- Established the Content Marketing and Public Relations functions for the IoT business unit at Twilio, managing budget and resources, including freelance writers
- Began building a foundation for Twilio IoT thought leadership and leveraged our subject matter experts' diverse background to turn them into IoT influencers
- Executed a content strategy which delivered 25M impressions in 9 months
- Increased Twilio IoT's share of voice and social media presence with 1.9M organic impressions in 9 months
- Worked closely with the Product, Demand Gen, and Sales teams to ensure we met our customers with relevant content at every stage of their buying journey.
- Launched a new cross-product series to showcase Twilio customers who have successfully used both IoT and another Twilio product as part of their end-to-end solution

#### **Go To Market and Content Strategist, Yesler/Accenture Interactive** 2/19 - 1/20

*Clients: SAP, Google, MSFT, Freshbucks, RecordPoint, Riverbed*

- Serve as a SME internally and externally by researching, educating, and implementing best practices for the latest issues, developments, and trends in B2B content marketing
- Collaborate with clients and internal teams to develop integrated plans addressing ABM, lead and demand generation campaigns, messaging and positioning frameworks, buyer personas, and buyer journey maps
- Work cross-functionally with MarTech, Paid Media, and Creative delivery teams to ensure the delivery of a holistic plan that maximizes efficiencies (content amplification, customer experiences, etc)

#### **Content and Digital Marketing Consultant, Amplify Your Biz** 1/10-Present

*Clients: Microsoft, AT&T Small Business, SeattleNTC, Meshfire, Fluke, Edelman, Arment Dietrich, AIHA*

*Various social media, content, and community projects, including:*

- Content and community strategy consultation, creation, and implementation, including production of compelling copy
- Build editorial teams from the ground up, including the hiring and management of contractors
- Lead website content optimization projects, including but not limited to SEO, metadata, UX improvements

#### **Senior Content and Community Strategist, Google** 3/14-12/15

- Built, nurtured, and grew a small business community from scratch to 700K members
- Created and nurtured monthly content themes relevant to small businesses
- Managed the daily and monthly editorial calendar to create a consistent pipeline
- Managed and created content across multiple channels
- Wrote and edited scripts for on-air interviews
- Contributed to the creation of a Community Playbook