

# IKLIM ULUCA

COMMUNICATION PROFESSIONAL

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**Portfolio**  
**LinkedIn**  
**Instagram**



## Education

University of San Francisco  
San Francisco, CA • 05/2025

**MA: Professional Communication (Technical Communication)**

- 4.0 GPA
- PRSSA San Francisco Chapter E-Board Member

Anadolu University, Turkey • 06/2021

**Associate of Arts: Social Media Management**

- 3.53 GPA

Akdeniz University, Turkey • 06/2018

**Bachelor of Arts: Journalism, Public Relations And Advertising**

- 3.63 GPA

## Certifications

- Using AI in the UX Design Process, LinkedIn, 11/01/2024
- User Experience (UX) Design, Google, 08/01/2024
- English for Media Literacy, University of Pennsylvania, 12/01/2022
- Erasmus+ Youthpass Certificate, SYAJ - Associacao Juvenil SYnerga, Braga, Portugal, 08/01/2019

## Tools & Softwares

- **Microsoft Office:** Word, PowerPoint, Excel, Teams, SharePoint, Outlook, OneNote, OneDrive
- **Adobe Suite:** Photoshop, Lightroom, Premiere Pro, After Effects, InDesign, Illustrator, Muse
- **MacOS:** Final Cut Pro, Pages, Keynote
- **Google Suite:** Docs, Sheets, Slides, Analytics
- **Other Applications:** SPSS, Notion, ClickUp, Canva, Perma, Jira, Figma, Hootsuite, Hindenburg PRO, Asana, WordPress, MailChimp, HTML, Python

## About me

**Energetic, creative communication professional and storyteller**, currently pursuing a master's in technical communication. I love bringing **creative ideas** to life through **content creation, digital marketing campaigns**, and **design**, making complex concepts simple and relatable. My focus is on creating work that connects with users, clients, and audiences through storytelling, **bridging gaps**, and **inspiring others**. Skilled in digital storytelling, photography, video, and audio editing, I use creativity to craft meaningful experiences that resonate and engage.

## Experience

**Social Media Team Lead - University of San Francisco**

San Francisco, CA • 01/2024 - Present

- Managed social media accounts, planned and implemented content calendars, and created engaging content including graphics, posts, and videos. Increased engagement by 40% during the 2024 fall semester.
- Tracked and analyzed social media metrics to assess performance, provided insights, and refined strategies for optimal engagement
- Collaborated with faculty, students, and alumni to promote program events and initiatives.

**Communications (Social Media, GD) Intern - MissPoppins**

Palo Alto, CA • 08/2024 - 11/2024

- Led social media campaigns to drive engagement and revenue, created content aligned with brand goals across multiple platforms.
- Developed and maintained brand guidelines and collaborated with teams to ensure consistent messaging and creative content across channels.
- Analyzed trends, competitors, and user-generated content to optimize strategies and improve content performance.

**Social Media Manager - Melon Communication & Marketing Agency**

Istanbul, Turkey • 02/2020 - 02/2022

- Managed and grew social media presence for 6 clients simultaneously, developing creative content and campaigns that increased brand visibility and engagement.
- Conducted market research and competitive analysis to inform content strategy and optimize campaigns.
- Monitored and evaluated social media performance and made adjustments based on data to drive higher engagement and reach.

## Language

- English (Fluent)
- Turkish (Native)
- Spanish (Beginner)