

Firat Uran

PODCAST PRODUCER | CONTENT CREATOR

Creative and results-oriented Podcast Producer, Writer, and Content Creator with extensive experience in media production, marketing, and intellectual property law. Proven experience creating entertaining podcasts, publishing books, and directing content across numerous platforms. Demonstrated ability in content marketing and storytelling, as well as a strong desire to create and manage engaging creative initiatives. Seeking to use my abilities in content production and storytelling jobs at top entertainment organizations

PROFESSIONAL PROFILE

CONTACT

- PHONE**
+90 535 317 59 70
- EMAIL**
firaturanpiano@gmail.com
- ADDRESS**
Levent, Istanbul
- LINKEDIN PROFILE**
linkedin.com/in/firat-uran-50a0944a

CORE COMPETENCIES

- Podcast Production
- Scriptwriting & Editing
- Social Media Promotion
- Content Creation
- Publishing Consultancy
- Event Coordination
- Digital Marketing Strategy
- Project Management
- Client Relationship Management
- Audience Engagement
- Brand Development
- Performance Analytics
- Sponsorship Acquisition
- Creative Storytelling
- Cross Team Collaboration

EDUCATION

Digital Marketing Certificate
IAB Academy TR
Online | Sept 2023 – Nov 2023

KEY HIGHLIGHTS

- Experienced Podcast Producer:** Successfully created many high-performing podcasts, reaching over 300,000 total listeners and winning various sponsorships via the Spotify and Accessland platforms.
- Skilled Content Creator:** Published six novels, including Lost on the Highway and Kara Köpek, and advised budding writers on the writing and self-publishing processes.
- Proven Marketing Strategist:** Created and implemented data-driven marketing strategies to increase audience engagement, brand relationships, and content exposure across digital channels.
- Creative Director & Producer:** Directed Turkey's first LGBTQ+ online series, Black Dog, overseeing all areas of production from idea to distribution and establishing a loyal audience.
- Dynamic Educator:** Taught creative writing and filmmaking, pushing students to pursue storytelling and content development while also assisting with admissions and event planning at an international school.

EXPERIENCE

PODCAST PRODUCER

+ SPOTIFY

Istanbul
Mar 2021 – Present

- Produced four top-performing podcast series, achieving significant audience growth and engagement across platforms:
 - Hayatta Kalma 202:** 97 episodes, 200K listeners, secured 10 sponsorship deals.
 - Ne Geceydi:** 29 episodes, 40K listeners, gained widespread recognition.
 - Hollywood'da Bir Azize:** 26 episodes, 10K listeners, enhanced brand identity.
 - Otobanda Kaybolanlar:** 17 episodes, 8K listeners, attracted corporate sponsorship.
- Formulated and executed marketing strategies, increasing podcast visibility through targeted digital campaigns and social media engagement.
- Managed the complete podcast production cycle, including concept development, scripting, editing, and post-production workflow.
- Built and maintained relationships with sponsors and collaborators, aligning content with brand values to drive monetization opportunities.
- Analyzed listener feedback and performance metrics to refine content strategy, optimizing audience retention and growth.

PODCAST PRODUCER

+ ACCESSLAND

Istanbul
Aug 2022 – Apr 2023

- Produced and launched two successful podcast series, consistently delivering high-quality content:
 - Kısaca Anlat:** 35 episodes, 37K listeners, established a loyal audience base.
 - Aşk 202:** 10 episodes, 10K listeners, promoted brand awareness through engaging storytelling.
- Developed and implemented promotional strategies across social media, growing listenership and increasing episode downloads.

EDUCATION (CONT.)

Level 5 Certificate in Teaching English as a Foreign Language

TEFL UK

Online | Apr 2021 – Aug 2021

MA in Film and Television

Istanbul Bilgi University

Istanbul, Turkey | Feb 2016 – Feb 2021

Certificates in Business and Management of Entertainment, Film Producing, Entertainment Studies, and Marketing

University of California, Los Angeles (UCLA)

Los Angeles, USA | June 2013 – Mar 2015

6-Week Film Making Workshop

New York Film Academy

New York, USA | June 2010 – Aug 2010

International Law: Contemporary Issues (Summer)

London School of Economics

London, UK | June – July 2009

Bachelor's Degree in Law

Bahçeşehir University Law School

Istanbul, Turkey | Sep 2006 – Feb 2012

LANGUAGES

Turkish: Native

English: Proficient (TOEFL: 86, IELTS: 6.5)

REFERENCES

Available upon request.

PROFESSIONAL EXPERIENCE

- Collaborated with cross-functional teams, including marketing, design, and technical support, to optimize content delivery and production schedules.
- Coordinated sponsorship acquisition, securing financial support and partnerships to sustain podcast operations.
- Analyzed audience metrics and trends, adjusting content and promotion strategies to meet the evolving preferences of target demographics.

WRITER

Istanbul / New York

+ FREELANCE

Jun 2018 – Present

- Authored and published six books, expanding reach across multiple platforms and generating positive reviews:
 - **Otobanda Kaybolanlar (2018)** – Available on Amazon as Lost on the Highway.
 - **Kara Köpek (2020), Cansız Mankenler (2020), Olamayanlar (2021), Ben Kitap Yazmak İstiyorum (2021), Tüfeksiz Hareketler (2023).**
- Directed end-to-end publishing processes, from manuscript development to market positioning and digital distribution.
- Developed targeted marketing strategies, increasing book sales through social media promotions and author branding.
- Consulted with aspiring authors, offering tailored guidance on the writing and self-publishing process, from editing to distribution.
- Engaged with readers and literary communities to cultivate an active fanbase, enhancing visibility through book tours and online platforms.

DIRECTOR & PRODUCER

Istanbul

+ BLACK DOG SERIES

Jun 2009 – Present

- Produced and directed Black Dog, Turkey's first gay series, achieving critical acclaim and recognition for breaking social barriers.
- Directed all phases of production, including pre-production planning, scriptwriting, casting, and post-production.
- Managed budgets and resources efficiently, ensuring high production quality within time constraints.
- Marketed the series through digital platforms, increasing viewership and establishing a niche following on YouTube.
- Engaged with audiences and media outlets to promote the series, leading to positive coverage and increased public interest.

ADMISSIONS ASSISTANT / CREATIVE WRITING INSTRUCTOR

Istanbul

+ IICS (ISTANBUL INTERNATIONAL COMMUNITY SCHOOL) Aug 2019 – Mar 2022

- Taught creative writing and filmmaking courses, mentoring students in narrative development, screenplay writing, and film production techniques.
- Organized admissions-related events, coordinating logistics for prospective students and their families, enhancing the overall admissions experience.
- Designed and delivered after-school activities focused on creative writing, filmmaking, and debate, encouraging students to develop their creative skills.
- Provided ongoing support to the admissions department, managing application processes, scheduling interviews, and tracking enrollment data.
- Facilitated campus tours and events, ensuring a seamless experience for new students and contributing to the school's enrollment goals.

MARKETING AND SALES AGENT

Los Angeles

+ ZUMA HOUSING

May 2014 – Jul 2014

- Promoted real estate properties through tailored marketing campaigns, contributing to increased sales and customer satisfaction.

BRAND MARKETING INTERN

Istanbul

+ BRITISH AMERICAN TOBACCO

May 2011 – Jan 2012

- Conducted market research and supported brand event coordination, enhancing brand visibility through targeted marketing initiatives.