



Mev Caginer

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Portfolio: mevcaginerportfolio.com | Right to work: UK (no sponsorship required)

PROFILE

Creative marketer specialising in social media, content, and campaign-led growth. Proven track record in scaling channels, increasing engagement, and delivering high-performing campaigns across organic and paid. Combines creative execution with performance insight to produce work that delivers measurable results.

RELEVANT WORK EXPERIENCE

Springpod – Marketing Executive (*Jan 2025 - Present*)

- Owned Instagram and TikTok strategy, content planning and execution, using CapCut, Canva and Meta Business Suite to create, schedule and optimise short-form video content.
- Grew Instagram from **3.3K** to **4.4K+** and TikTok from **5.3K** to **6.4K** through discovery-led content strategies
- Increased Reels reach by **350%** and average views by **280%** by improving hooks and storytelling formats
- Generated **273K+** likes and **2K+** shares (+523%) through high-performing content across organic and paid channels
- Delivered end-to-end email campaigns in **Sprint Education** and **Customer.io**, owning copy, design and execution, achieving consistent **25–35%** open rates.
- Planned and optimised paid social campaigns via **Meta Ads Manager**, driving strong engagement and traffic through targeted campaign execution
- Captured and produced event content** across UCAS, university, and industry events, extending offline engagement into digital channels
- Contributed to award-winning video submission (**Learning Technologies Awards – Bronze, UK**)

Dr. Oscar Clinic - Social Media Coordinator (*January 2024– June 2024*)

- Increased follower count by **500%** by restructuring content strategy and improving audience engagement
- Boosted organic reach on Reels by **250%** and improved engagement metrics (likes, comments, shares) by **25%**
- Created visually engaging content aligned with brand identity using Adobe Creative Suite, Figma, and Canva
- Developed and managed **Instagram** and **Facebook** campaigns to promote services and increase visibility
- Analysed performance data and continuously refined content strategy to improve reach and engagement

Pia Bella Hotel - Marketing Assistant (Internship) (*September 2022 – March 2023*)

- Supported marketing campaigns, including a seasonal luxury staycation offer that increased bookings by **25%**
- Created digital marketing materials and brand assets to support promotional activity
- Conducted competitor and market analysis to inform campaign strategy
- Assisted in event marketing and promotional coordination to enhance brand visibility

KEY SKILLS

- Content Strategy & Social Media Growth / Paid Social (Meta Ads Manager) / Campaign Development & Execution
- Email Marketing & CRM Communications (Campaign Builds, Segmentation, Automation)
- Visual Storytelling & Brand Aesthetic / Performance Analysis & Optimisation

EDUCATION

- MSc Digital Marketing Management – University of Westminster**
Graduated with Distinction | *2023–2024*
- BS Tourism and Hospitality Management – Eastern Mediterranean University**
Graduated with Distinction | *2019–2023*

LANGUAGES

- English (Native), Turkish (Native)