

Melis Öner Tommolillo

Corporate Communications Professional

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PROFESSIONAL SUMMARY

Strategic Communications Professional with 8+ years of experience across major Turkish corporations and growth-stage companies. Specialized in translating complex ideas into clear narratives from sustainability communication and corporate storytelling to social media strategy and campaign development. Equally at home inside large organizations and early-stage teams; known for connecting strategy to execution without losing the message along the way. Currently based in Italy, working freelance. Former national artistic swimming athlete, represented Turkey internationally for 12 years.

WORK EXPERIENCE

Freelance | **Communications Consultant**

2025 – Present

- B2B SaaS (water-tech): Built social media strategy, content framework, and brand positioning from the ground up, managing paid LinkedIn campaigns end-to-end; grew LinkedIn organic reach by 132% and monthly follower acquisition rate by 333%, and drove 167% Instagram profile visit growth over 6 months.
- Mobility & Industrial Manufacturing: Led sponsorship communication strategy, planning and execution; managed SEO content project end-to-end, coordinating agencies and internal teams, and writing website copy aligned with both brand vision and SEO requirements.
- Advanced Materials & Industrial Technology: Supported sustainability and annual report production by developing narrative architecture, thematic framing, and content flow; ensured editorial consistency across both reports and kept agency and internal team coordination on track throughout.

Brisa Bridgestone Sabancı | **Senior Corporate Communications Specialist**

2024 – 2025

- Designed audience targeting models and platform-specific social media strategy, delivering +240% LinkedIn growth and 7x Instagram engagement increase within a year.
- Led end-to-end sponsorship communication strategy for a sailing team: developed the full communication and content plan, and managed execution across all channels; delivered 19M digital reach, 35M impressions, and 4M engagements with a 21% engagement rate, alongside 377K press reach across written and online media.
- Managed corporate events and CSR initiatives end-to-end, from concept through execution.
- Led executive visibility, media relations including press conferences and journalist relations, crisis communication, internal communications, and annual department budget management, created and edited content across platforms including press releases, newsletters, and website copy.

Borusan Holding | **Senior Corporate Communications Specialist**

2023 – 2024

- Built the communication framework for Borusan's sustainability program, developed video storytelling content and a documentary script, and organized high-impact press and stakeholder events.
- Led website content and structure redesign, defining editorial direction and coordinating cross-team delivery.
- Managed PR, social media strategy, internal communications, stakeholder engagement, and crisis communication.

Brisa Bridgestone Sabancı | **Corporate Communications Specialist**

2021 – 2023

- Employer branding, internal communications, corporate events, employee engagement, and CSR projects.
- Event budgeting, tracking, and performance analysis.
- Consistent messaging across internal and external channels.
- Stakeholder relations including NGOs and media; social media and press communication.

Nuvia Smart Energy Technologies | **Marketing Specialist**

2020 – 2021

- Developed and managed digital marketing strategies, social media content, and e-commerce campaigns.
- Coordinated agencies and created product-focused materials to strengthen brand presence.

Reklamstore | **Marketing Specialist**

2018 – 2020

- Managed digital channels, website, and promotional content to support B2B marketing goals.

- Organized international events and executed targeted social media and lead generation campaigns.

RGB Studios | **Presenter** 2017 – 2018

- Produced and presented live digital media programs, managing content, guests, and social media.
- Directed video production and editing to deliver engaging weekly content.

Fenerbahce Sports Club | **Synchronized Swimming Coach** 2013 – 2015

- Designed and choreographed training programs and routines for competitive athletes.

Turkey National Team | **Professional Artistic Swimming Athlete** 2007 – 2013

- Competed internationally for 12 years including 6 years on the Turkish National Team; 6-time Turkish Champion and the first Turkish athlete to reach the finals at a European Artistic Swimming Championship.

EDUCATION

Istanbul Bilgi University, Turkey — BA in Television Reporting & Programming 2012 – 2018

Arteveldehogeschool, Belgium — Journalism (Exchange) 2016 – 2017

Lindenwood University, USA — Mass Communication (Exchange) 2012

SKILLS

Strategic Communication · Brand Messaging & Narrative Strategy · Sustainability Communications · CSR Communication · Social Media Strategy & Management · Campaign Development · Content Creation & Copywriting · Executive Visibility · Employer Branding · Sponsorship Strategy & Management · Event Communication · Project Management

LANGUAGES

Turkish — Native · English — Fluent (C2) · Italian — Intermediate (B1)