



# Derya Arsan

An experienced Marketing & Content Manager with a strong background in social media and editorial digital publishing.

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

English (Native)

Russian (Fluent)

Turkish (Work Proficiency)

French (Basic)

## About

Highly organised with excellent communication skills and a strong familiarity of working in a content-commerce environment. Fluent in digital analytics and digital publishing best practice with extensive experience in managing cross-channel performance and reporting on content. I have a proven track record of leading innovative editorial and digital strategies whilst overseeing large teams in an ever-changing media landscape.

### BRANDS WORKED WITH

- ASCENO
- IMITATE MODERN GALLERY
- NET-A-PORTER
- Simon Lee Gallery

## Experience



### ● Executive Digital Editor

NET-A-PORTER | Mar 2023 - Jan 2024

- Supported Content Director on delivering best-in-class global digital content strategy for PORTER and additional content touch-points, in line with NET-A-PORTER targets and tone.
- Served as the bridge between various teams within the Content Team including Editors, Sub-Editors and Production, managing all editorial workflows and ensuring the seamless delivery of content within strict deadlines.
- Interpreted, synthesised and shared data and site metrics to provide recommendations to stakeholders, as well as to review content performance and conversions.
- Contributed to creative ideation, planning and execution ensuring content timeliness and relevance, as well as adherence to digital best practice to enhance performance.
- Worked collaboratively with teams to enhance consumer journey and encourage brand loyalty via content with departments such as Site Trading, Partnerships, Push, CRM and Social Teams.
- Monitored performance of content across primary referral channels (Email, Push, Homepage, Social, Organic Search).
- Managed article SEO optimisation through conducting regular keyword research to ensure support of broader PORTER Organic Search initiatives.
- Used editorial creativity and web tools to execute the organic search strategy by embedding robust SEO best practice within the editorial team.
- Contributed analysis and content insights to improve paid and organic social media footprint and performance.
- Presented weekly, monthly, and ad hoc updates to Content Team, as well as to the wider business including Leadership Team, on the performance of PORTER content across NET-A-PORTER channels.
- Managed the multi-platform analytics of the NET-A-PORTER Incredible Women podcast and provided data-driven insights to drive incremental growth to the project.



### ● Social & Digital Marketing Manager

ASCENO | Oct 2019 - Mar 2023

- Content Management:
- Worked closely with the Creative Director on the digital content strategy in line with brand vision, direction and targets. Ensured there is strong visual storytelling across landing and edits pages to optimise shopping experience in response to performance and customer needs.
  - Built content pages and wrote copy on CMS platform whilst providing data-driven insights to review content performance and conversion. Managed SEO optimisation on content pages to enhance performance on our organic search strategy. Organic & Paid Social:
  - Managed the social media to create engaging copy, image and video content in alignment with our brand image and 360-degree marketing calendar.
  - Monthly reporting on social media metrics, engagement, and recommendations to increase our social presence using relevant analytical

tools such as Google Analytics and others.

- Worked closely with paid media agency to create digital assets on Photoshop/InDesign, ensuring that messaging and creative are aligned to brand image and strategy.
- Outlined key targets for channel performance and adjusted/optimised spend based on sales performance, key KPIs and monitoring ROI. Email Marketing & CRM:
- Oversaw all email marketing for the end-to-end production of CRM comms, from building to writing copy and optimising the customer journey and email-sign up opportunities.
- Developed acquisition strategy through targeted automated flows, audience segmentation, personalisation for email growth goals and remarketing to lapsed customers.
- Managed A/B tests across email campaigns for on-going optimisation to drive subscriber growth, open rate and click through rate.

### ● Assistant Manager

IMITATE MODERN GALLERY | Jan 2017 - May 2018

- Compiled and organised presentations for clients and potential clients. Able to comfortably sell art that can range from £500-£50,000.
- Uploaded all stock onto website and sales platforms like Artsy and 1st Dibs and monitored and responded to artwork interest.
- Curated shows on a monthly rotation, ensuring it is presented to the highest standard.
- Managed all social media platforms and built weekly email newsletters.



### ● Gallery Assistant

Simon Lee Gallery | Dec 2015 - Jun 2016

- General front of house duties.
- Worked closely with the press department and assisted with sourcing articles, features and any news, both printed and online, relating to the gallery artists.
- Assisted the sales team by creating documents of all forthcoming works by gallery artists going to auction and results via ArtNet research.

## Education & Training

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2015

### ● University of Leeds

BA:, History of Art