



Zeynep Tokgözlü

INSTAGRAM & SOCIAL MEDIA MANAGER | ORGANIC GROWTH SPECIALIST

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[LinkedIn](#) | [Website](#) | [Portfolio](#)

Social media and organic growth manager with hands-on experience in content creation, Reels editing, community management and customer engagement. Built a 30K+ organic audience and short-form content reaching 1M+ views through viral hook testing, trend analysis and audience insights.

30K+

ORGANIC FOLLOWERS

1M+

REELS VIEWS

47B+

AR IMPRESSIONS

120+

INTERACTIVE AR
EXPERIENCES

CORE EXPERTISE

Social media & account management

Reels & short-form video editing

Content calendar & scheduling

Community moderation & DMs

Audience analytics & reporting

Meta Business Suite · CapCut · Canva

Trend research & viral hook testing

Background — Senior Product Manager; B2C growth, analytics and experimentation across consumer products with 220M+ combined downloads

Turkish (Native) · English (C1) · Italian (A2)

SELECTED CASE STUDIES

PERSONAL BRAND GROWTH

Instagram · organic audience building

Built an Instagram audience to 30K+ organic followers using short-form content, trend tracking and iterative creative testing.

30K+ organic followers

COMMUNITY & CUSTOMER SUPPORT

United Tech · Consumer apps and games

Ran community engagement and customer support alongside product work — answering players, triaging issues, and feeding recurring complaints and requests back into the roadmap as prioritized product changes.

Support & community feedback → product decisions

INTERACTIVE SOCIAL AR

Meta Spark AR · Facebook, 2019 – 2024

Designed 120+ social AR experiences on Instagram and Facebook, with top-200 placements in two Spark AR competitions.

120+ effects · 47B+ impressions

SERVICES & WORKFLOW

Social Media Management · Content & Account Execution

- Weekly content calendar planning, trending audio research & hook scripting.
- Reels editing on CapCut, caption copywriting & visual design on Canva.
- Daily community engagement, story posting, comment & DM moderation.
- Meta Business Suite scheduling, Instagram Insights & monthly KPI reporting.