

Berat Toprak

Visual Designer & Social Media Manager | Graphic Designer

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PROFESSIONAL SUMMARY

Visual Designer and Social Media Manager with 9+ years of experience. Since 2016, I have delivered 650+ projects for 50+ brands across logo design, brand identity, social media, campaigns and web design. I hold a BFA in Visual Communication Design from Ege University. I am the founder of Pars Agency, a strategy, design, web and social media agency, and I currently work remotely as a Graphic Design Specialist at Branchsight, serving a client portfolio that includes national brands such as Vodafone, Penti and Tavuk Dünyası. Advanced user of Adobe Creative Cloud, Figma and WordPress; I speed up ideation, image and video production with AI tools such as ChatGPT, Claude, Higgsfield and ElevenLabs.

650+ projects · 50+ brands and partners · 9+ years of experience

CORE SKILLS

Graphic Design · Visual Design · Logo and Brand Identity Design · Corporate Identity · Social Media Management · Social Media Marketing · Content Strategy · Campaign Design · Digital Advertising · Reels and Video Editing · Motion Graphics and Animation · UI/UX and Interface Design · Web Design (WordPress) · E-commerce and Product Visuals · AI-Assisted Content Creation · Corporate Communications · Team Leadership

WORK EXPERIENCE

Graphic Design Specialist, Branchsight

01/2026 – Present

Full-time · Remote · MarTech company for multi-location brands, Istanbul

- Create graphic design and visual content for the company's clients, a portfolio that includes national and global brands such as Vodafone, Penti, Tavuk Dünyası, Michelin, Vestel, Filli Boya, VitrA and Anadolu Sigorta.
- Design local digital ad, social media and campaign visuals for brands with branch and dealer networks.

Founder, Pars Agency

2025 – Present

Strategy, design, web and social media agency

- Founded the agency; lead brand strategy, design, web and social media services end to end.
- Delivered mobile-friendly corporate websites for clients including 49Group and Doğan Asphalt, and an e-commerce experience with payment integration for Blifer (UI/UX, web design).
- Built an integrated corporate identity system for M1389 Group covering logo, typography, business cards and promotional materials.
- Ran social media strategy, content production and targeted digital ad campaigns for clients such as Dr. Samet Şibani, Lamelin and Royal Aydın VIP.
- Designed social media series, campaigns and seasonal posts for clients such as Nas İnşaat, Bektemur İnşaat and Alemnet.

General Coordinator, Netger

01/2025 – 07/2025

Full-time · Erzurum, on-site

- Coordinated design and digital workflows and managed the team.

Graphic Design Artist, [Netger](#)

10/2019 – 08/2025

Freelance · İzmir

- Designed social media, campaign and web banner visuals; shaped brands' digital visual language.

Founder, [Vitreus Digital](#)

08/2020 – 01/2025

Self-employed · İzmir, hybrid

- Founded and ran a business offering graphic design, social media and digital content services.

■ EARLIER EXPERIENCE

Social Media Specialist, [Türkeli Medya](#), Full-time, Erzurum

07/2020 – 09/2020

Social Media Specialist, [3k Medya](#), Full-time, Erzurum

07/2018 – 10/2018

Social Media Specialist (Intern), [Ajans Orkestra](#), Erzurum

06/2018 – 07/2018

Jr. Graphic Designer (Intern), [Mandalina Reklam Ajansı](#), Erzurum

06/2017 – 10/2017

■ SELECTED PROJECTS

A selection from 650+ projects delivered for 50+ brands.

- **Louis Derma** (Medical aesthetics, Paris): Product launch campaigns, Reels and animation, international event announcements.
- **Oltesa** (Jewelry): Luxury product visuals, AI-assisted video and Trendyol store visuals.
- **Anato Tour** (Travel): Multilingual campaign series in Turkish and Russian, plus social media.
- **Modiqit** (Automotive): Premium social media language, Reels and campaign design.
- **Hosting Dünyam** (Technology): Social media series, web banners and 3D illustration.
- **Logo and brand identity**: Logo design for many brands, including Arslan Hukuk, Intera Sigorta, Aras TV, Zaman Host and Kapgan Dergi.

Full portfolio: www.berattoprak.com · [behance.net/berattoprak](https://www.behance.net/berattoprak)

■ EDUCATION

Bachelor of Fine Arts, Visual Communication Design, [Ege University](#)

2020 – 2024

Faculty of Fine Arts · İzmir, Türkiye

■ SOFTWARE AND TOOLS

Design and video: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Figma

Web: WordPress

AI: ChatGPT, Claude, Higgsfield, ElevenLabs

Personal strengths: Creativity, Visual review, Communication, Problem solving, Team leadership, Teamwork