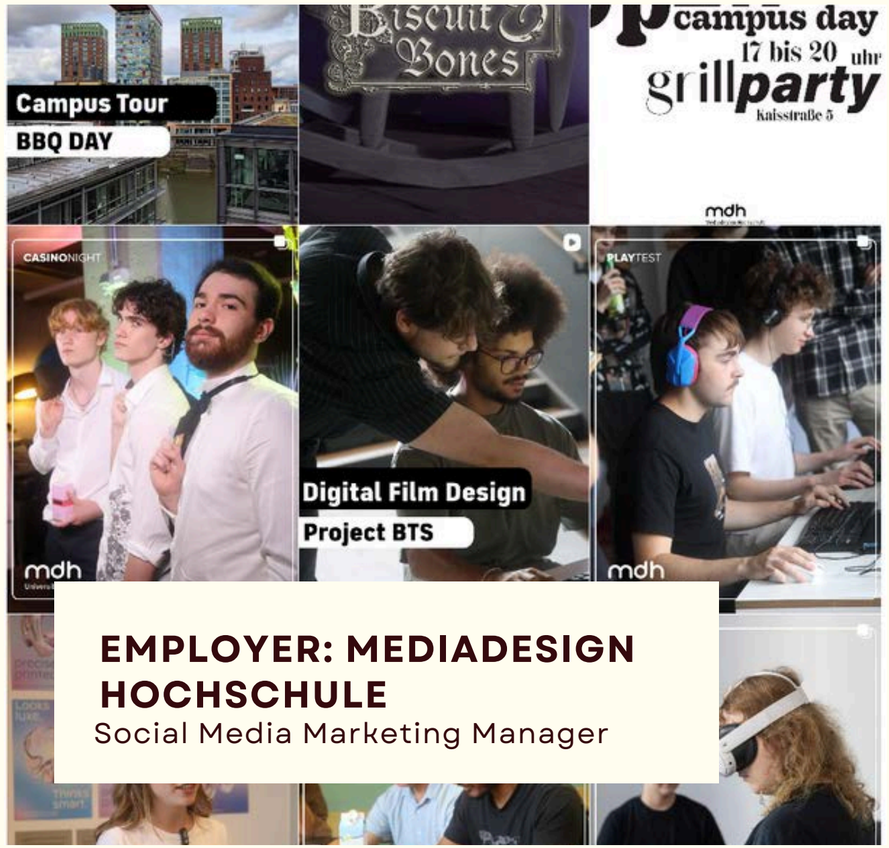
2025

SOCIAL MEDIA MANAGER

CREATIVE PORTFOLIO

NIHAL GÜRSOY

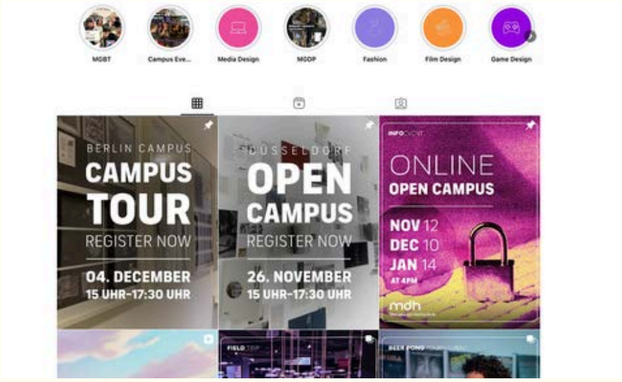
INSTAGRAM & FACEBOOK



EMPLOYER: MEDIADESIGN HOCHSCHULE
Social Media Marketing Manager

PAID ADS & ORGANIC GROWTH

Result:150% Increase in Lead Generation



BRANDING & DESIGN

Applying Brand Identity to social media, designed posts.

Result: 1 Million monthly views on Instagram

74

Gefällt **nihalinberlin** und **weiteren Personen**

mediadesign_hochschule We're thrilled to welcome two new professors to our faculty this winter... mehr

15. November 2024 · Übersetzung anzeigen

mediadesign_hochschule

mediadesign_hochschule

54

Gefällt **m.krll.a** und **weiteren Personen**

mediadesign_hochschule ✨The creativity on campus knows no limits, and we are ALL here... mehr

30. Oktober 2024

108 1

Gefällt **m.krll.a** und **weiteren Personen**

mediadesign_hochschule

mediadesign_hochschule

55

Gefällt **nihalinberlin** und **weiteren Personen**

mediadesign_hochschule The prestigious Tongji University from Shanghai has expanded its g... mehr

29. November 2024

38 4

mediadesign_hochschule

♫ Global Genius · Spooky Mudooky

92 1

Gefällt **m.krll.a** und **weiteren Personen**

mediadesign_hochschule 🎃👻 Halloween Party Recap! 🦇🎃... mehr

27. November 2024

mediadesign_hochschule

50

Gefällt **nihalinberlin** und **weiteren Personen**

mediadesign_hochschule Thank you to everyone who joined us for our amazing Campus Christmas... mehr

3. Januar

mediadesign_hochschule

37

Gefällt **nihalinberlin** und **weiteren Personen**

mediadesign_hochschule Fun never stops on campus! 🎉✨ Boardgame night at our Berlin... mehr

17. Januar

37

Gefällt **nihalinberlin** und **weiteren Personen**

mediadesign_hochschule We had the pleasure of hosting Gregor Baer and Thorsten Schwabe... mehr

24. Januar

mediadesign_hochschule

69 2

mdh_eventkomitee_berlin und **mediad...**

Mediadesign Hochschule

mediadesign_hochschule

39

Gefällt **nihalinberlin** und **weiteren Personen**

mediadesign_hochschule When you study with us, you don't just study and do what your field ent... mehr

31. Januar

mediadesign_hochschule

44 1

Gefällt **m.krll.a** und **weiteren Personen**

mediadesign_hochschule Imagine being in a university where you not only create games, b... mehr

12. Februar

mediadesign_hochschule

♫ Adam Griffith • Knockout

50

mediadesign_hochschule

22

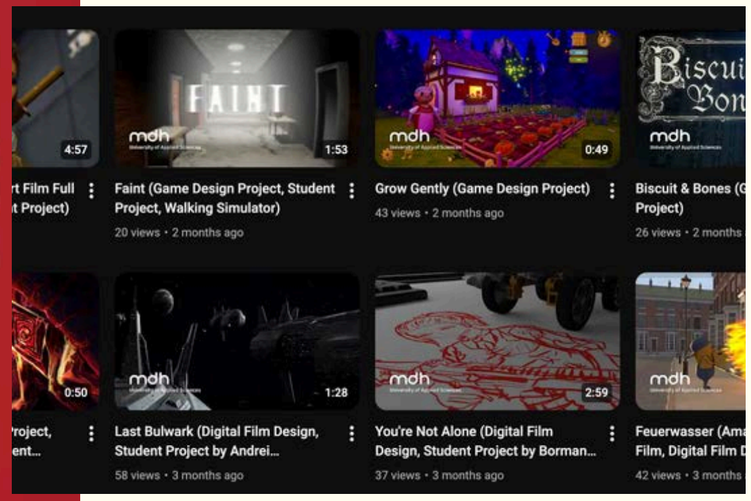
Gefällt **nihalinberlin** und **weiteren Personen**

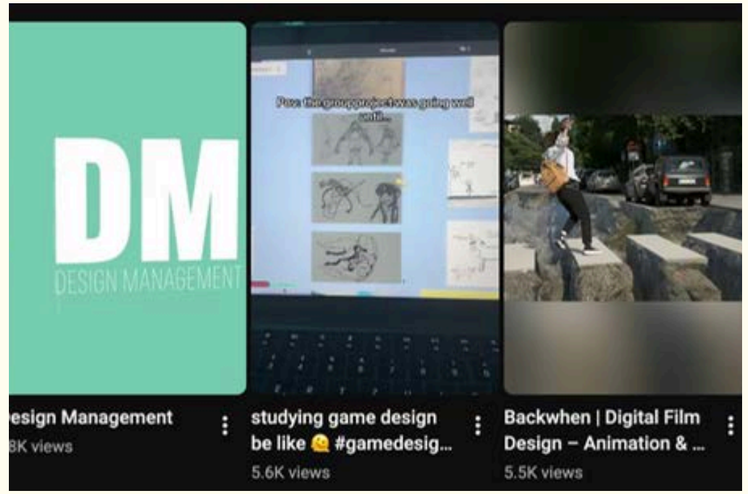
mediadesign_hochschule Our Berlin Campus hosted the Sustainable Film School Day this year. Thi... mehr

Vor 6 Tagen

YOUTUBE

... on Campus MDH





THUMBNAIL DESIGN

Graphic & Visual Design

CONTENT CREATION

Editing Long Format vidoes into snackable short format content that engages the audience.

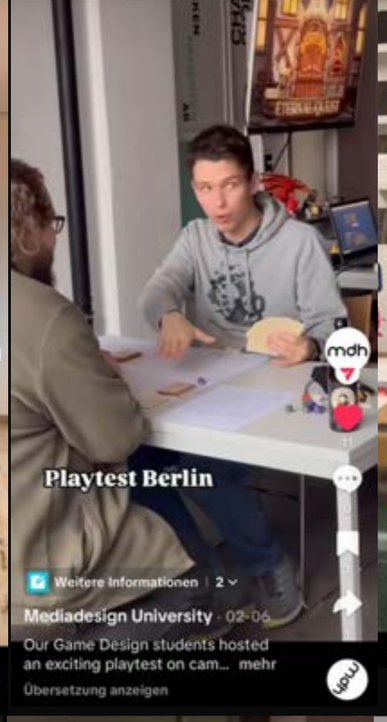
ANALYTICS

Increase in Views, Subscription & Engagement

Was ist mit München?!
Unfair
Ja München hat nichts cool
München, we saw your comments!

... on Campus
MDH

Have you seen the new snack machine? 😍


Playtest Berlin

Extra Activities at our Uni 🥰
Letterpress

... on Campus
MDH

surprise snack package

TBT: Wintermarkt an der MDH Berlin 🥳

HALLOWEEN
2024
MDH BERLIN

BEERPONG
MDH Berlin

my name is Waiyaki and this is my first drink of the night

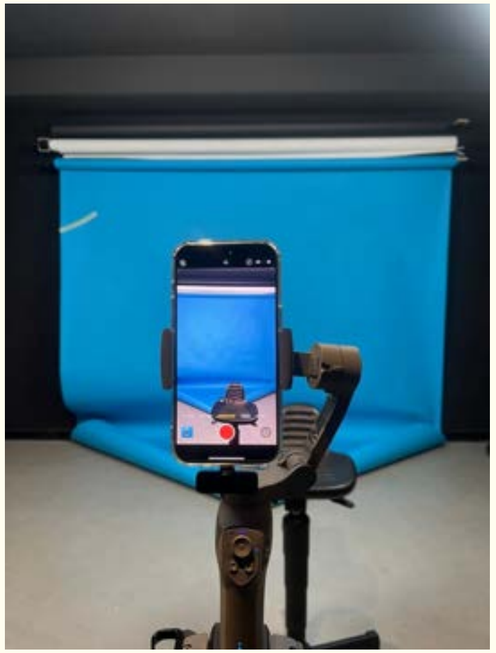
POV: Someone cast Hold Person on the whole D&D club

THIS
OR
THAT
MDH
BERLIN

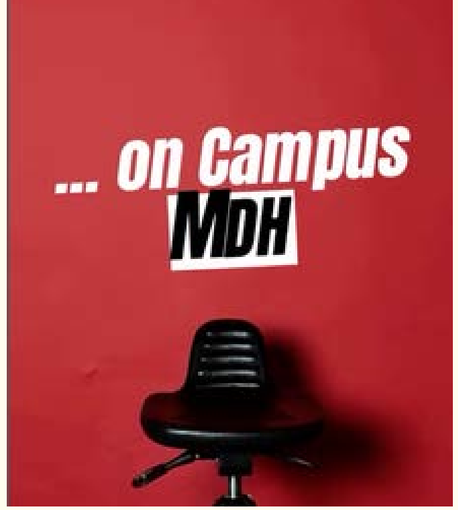
MENSA
TOURS
Secret Mensa in Charlottenburg with robot cat waiter???

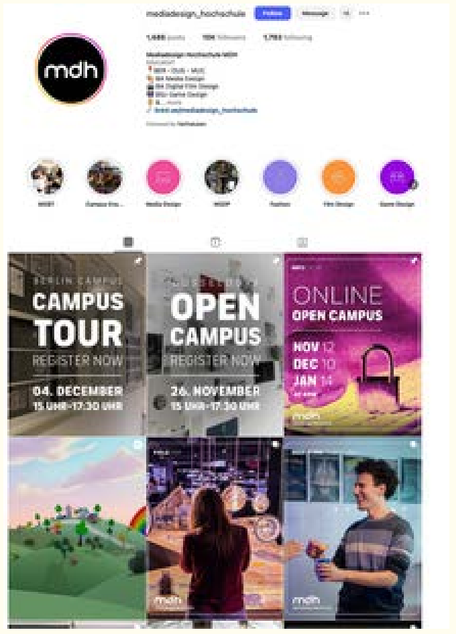
FORMAT

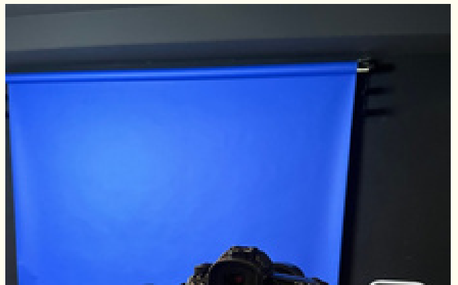
EXPERIENCED WITH DIFFERENT FORMATS



- **Interviews**
- **Podcasts**
- **Carousal posts**
- **Tutorials**





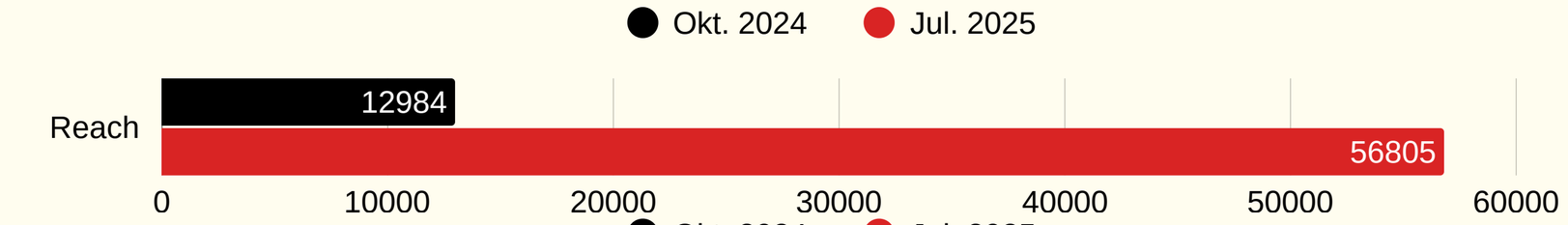


SAMPLE FORMAT

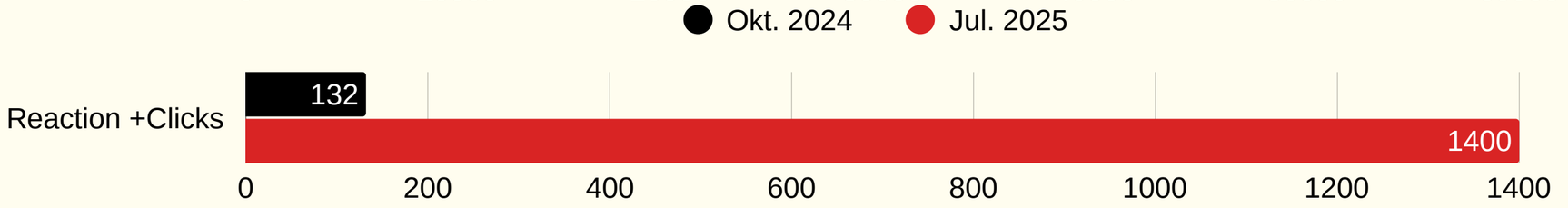
ON CAMPUS

On Campus” is a video format that I created with a colleague, in which we introduce MDH students through short interviews—in both German and English. In these interviews, they answer key questions about their studies and everyday life. The goal is to provide authentic insights into campus life and the different fields of study.

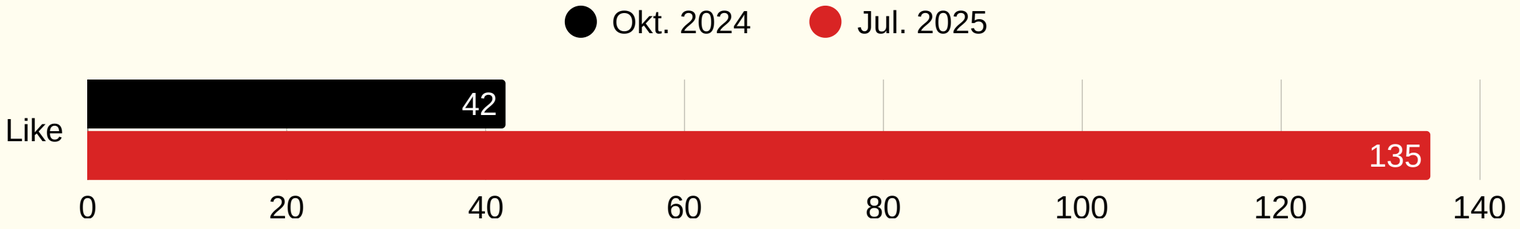
ANALYTICS



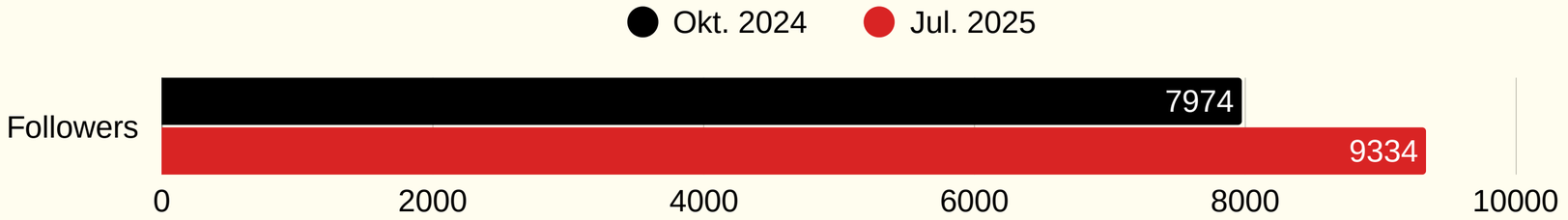
337,50%
Increase



960,61%
Increase

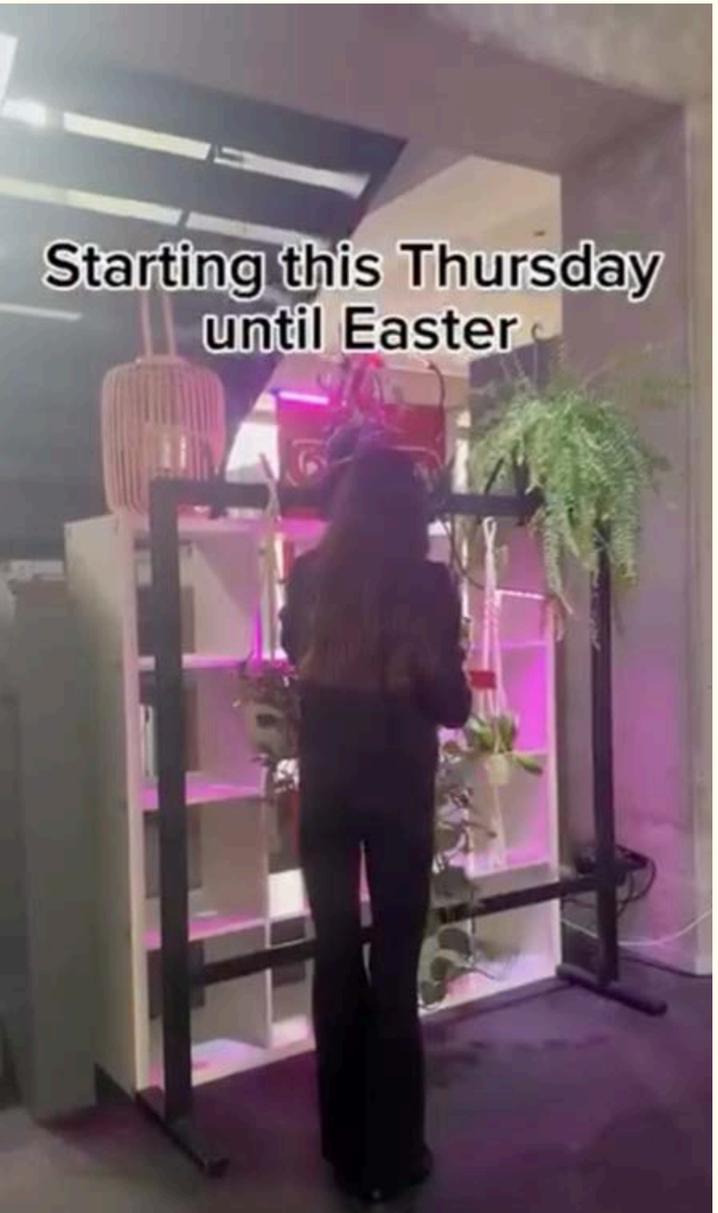


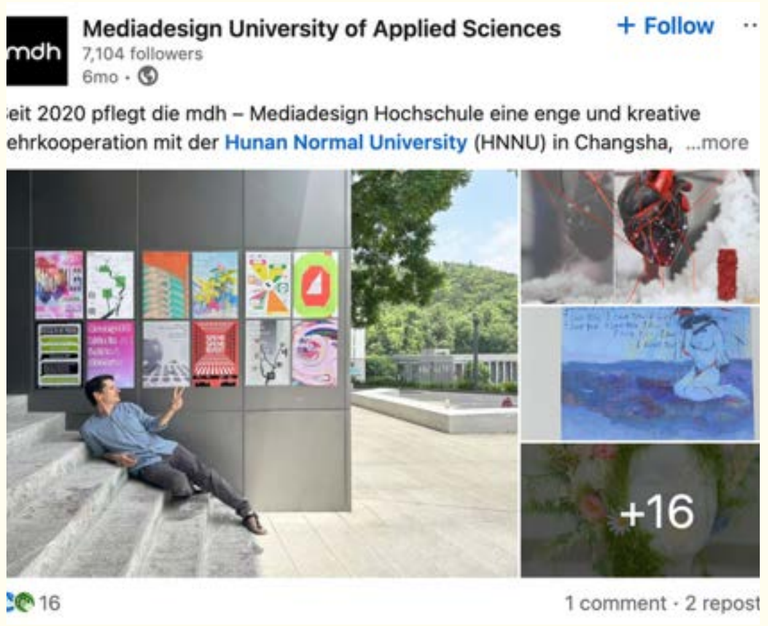
390,60%
Increase



1360 new
Followers

LINKEDIN





CREATING OGRANIC CONNECTIONS WITH ALUMNI, BRANDS AND POTENTIAL STUDENTS