

Ilyas Eralp

**Creative Director/
Consultant/
Strategist**

Ilyas Eralp

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About Me

Over the past decade I've been busy creating voices for a range of brands. Some were sharp and edgy, others calm, elegant or mature, but my goal was always the same: to make sure they were heard and effective.

I have worked as a copywriter and a creative director on everything from big budget campaigns to social media management, traditional commercials, digital campaigns, brand-building, creative strategy and everything else you have to deliver in the creative business. In addition, I've provided consulting to local and international brands on a freelance basis.

Experience

the|story / Co-founder, Creative Consultant & Strategist

OCT 2018 - PRESENT, GENEVA

I co-founded The Story Communications & Creative Consultancy in Geneva in 2018. We have a different but effective take on the consulting business. As is the nature of it, clients usually approach either an ad agency or a comms consultancy. But while each might be good at solving a specific problem, they are confined to their proficiencies and business agenda. The Story combines the multiple perspectives of Communications, Marketing, Advertising and Journalism to find the best way possible. My role in the company is giving the perspective of Marketing, Advertising and Creative Strategy.

4129Grey / Creative Director

APR 2013 - MAY 2018, ISTANBUL

As the leader of the creative team I was responsible for the creative outcome for **Netflix, Nike, Danone, Renault, Bayer, Unicef, Lassa, Akbank, Activia** and many more. Our team took on projects from big budget campaigns to social media management. Our work was not only recognised with awards but also praised among clients.

41-29 / Creative Group Head

SEP 2009 - APR 2013, ISTANBUL

I came in on the ground floor with this new independent creative collective at a really interesting time in the field. We had to push people to embrace the idea of “digital” advertising in Turkey and we got there in the end, working with clients including **Microsoft, Unilever, Akbank, Renault, Nokia, Aviva, Cornetto, Turkcell, Gnctrkcll, Ülker, Denizbank** and **Tofita**.

Wanda Digital / Copywriter

SEP 2007 - AUG 2009, ISTANBUL

As a copywriter I faced a range of creative challenges and made too many pitches to name, learning from victories and losses alike. We worked with **Pepsi, Frito-Lay, Greenpeace** as well as local brands like **Yapı Kredi** and received local and global awards.

GSF / Copywriter

FEB 2005 - JUL 2007, ISTANBUL

This was a small but busy place to work where I was the only copywriter in the agency. It wasn't easy but I gained invaluable experience. I learnt to work with clients and deal with intense pressure and deadlines.

Aksam+NetHaber / Sports Editor

SEP 2003 - JAN 2005, ISTANBUL

I was the editor for an online sports portal and at the same time part of a team that created a weekend issue of a national newspaper. The content was mainly focused on football and EURO 2004.

Education

Anadolu University Communication Faculty / B.A. in Advertising

1998 - 2002, ESKİŞEHİR, TURKEY

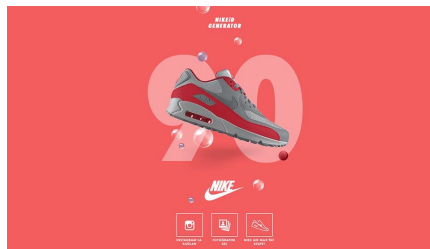
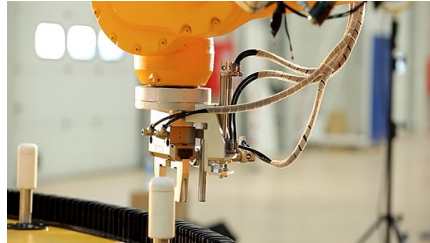
Language

English (Full professional proficiency)

Turkish (Native proficiency)

German (Elementary proficiency)

Portfolio



Check out a selection of my previous work (including **Netflix, Nike, Renault, UNICEF, WWF** & more): ieralp.com

Awards

I've been awarded almost all of the prestigious global and local awards for advertising over the years, including **Cannes Lions, Clio, D&AD, Golden Drum, Eurobest.**