ONUR AKSOY

PORTFOLIO · MARKETING & BRANDING

Selected work.

Digital Marketing · Branding · Content Creation

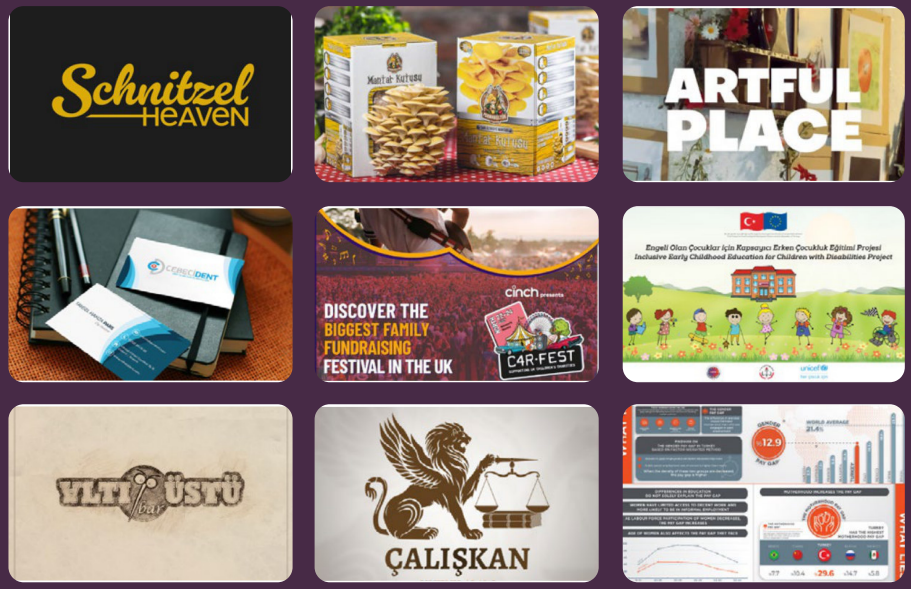
Brands, campaigns and the content that grows them. From identity and strategy to every reel, photo and print piece, made in-house.

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Strategy and creative, in one person.

I'm a London-based digital marketing and brand specialist with a background in video production and design. I led branding and digital marketing for Schnitzel Heaven, and I've built identities and campaigns for brands, NGOs and public bodies.

16 *years*	50,000	3 *UN agencies*	2 *languages*
Creative & content	Instagram followers grown	UNICEF · WHO · ILO	English · Turkish

Digital marketing

Social media strategy and management, content planning, campaign creative.

Branding

Brand strategy, visual identity, guidelines, packaging, menus and print.

Content creation

Short-form video, food and product photography, motion graphics.

Hospitality marketing

Launches, offers, online ordering and local growth for restaurants and cafés.

Selected clients & collaborators

UNICEF
World Health Organization
International Labour Organization
Samsung
Onedio
FIBA Pension
TV3 Denmark
CarFest
Schnitzel Heaven
Zera Cafe
HomeTwist
VonaNut Ltd
Alaska Cold
YA Construction
Eat with Gourmet
Turkish ministries (6)
METU Technopolis
Turkish Medical Association

CASE STUDY

Schnitzel Heaven: building a restaurant brand through digital marketing

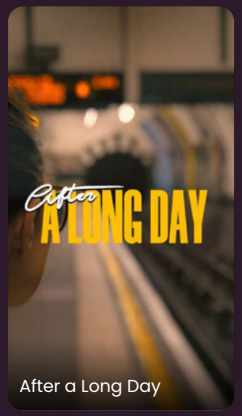
As Marketing Director I created the brand from launch: identity, social media strategy and every piece of content. Campaigns covered menu launches, meal-deal offers, online ordering and follower milestones, all produced in-house.

Brand identity · Social media strategy · Campaign creative · Food photography · Short-form video · Online ordering promotion

Feb 2023 – May 2026
Brand built from launch

Top-searched
One of London's most-searched restaurant brands by Oct 2024

50,000
Instagram followers

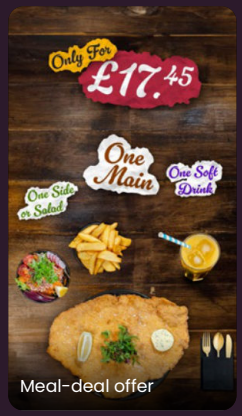


After a Long Day


Street scene



Ready to Discover

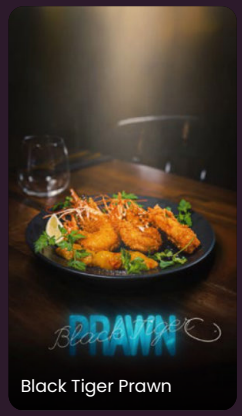


Meal-deal offer

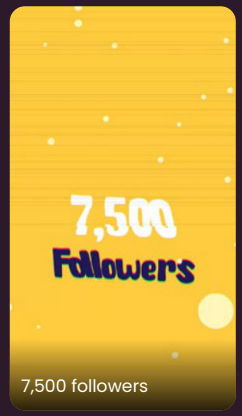


Online ordering


Seafood special



Black Tiger Prawn



7,500 followers

Tap any reel to watch · more at instagram.com/schnitzelheaven

Campaign content for hospitality & events



Zera Cafe, London · 2024

“Artful Place” promo

Shoot · Edit · Motion graphics · Sound design

A 30-second promotional film for an independent London café, shot, edited and finished for Instagram.

Watch ↗



Zera Cafe, London · 2024

“Step Inside” promo

Shoot · Edit · Motion graphics · Sound design

A second 37-second promo positioning the café as “a hidden gem waiting for you”.

Watch ↗



CarFest 2022 (UK) · 2022

Square billboard loop

Motion graphics

An animated loop for giant billboards at the UK's biggest family fundraising festival.

Watch ↗ password on request



TV3 Denmark · 2020

TV showcase demo

Motion graphics · Sound design

Motion graphics and sound design for a broadcast programme showcase.

Watch ↗ password on request

Brand identity & packaging



Permakultur Organic Foods · 2015–18

Mantar Kutusu brand & packaging

Brand identity · Packaging · Content

Created the corporate identity and packaging for the “Mantar Kutusu” grow-your-own mushroom brand, then its launch film, explainer animations, timelapse content and seasonal social media films.

Watch launch film ↗



Oral & Dental Health Polyclinic · 2018

CebeciDent identity

Corporate identity



Law firm · 2017

Çalışkan Law Office identity

Corporate identity



European Young Paediatricians Association · 2015

EURYPA logo & guidebook

Logo · Brand guidelines

More identities, menus & campaigns



Archaeology Film Festival · 2020

ArkheDox festival brand

Brand · Catalogue design



Joint Health & Safety Unit · 2016

Kök OSGB identity

Corporate identity



Music band · 2015

DoğuBatı logo & posters

Identity · Posters



Hospitality · 2020

AltıÜstü Pub menus & posters

Menu · Posters · Social media

Menu, posters and social media images for a pub.



Coffee shop · 2016

Aylak Madam menus

Menu · Poster · Postcard

Turkish and English menus, poster and postcard for a coffee shop.



Turkish Medical Association · 2015

#GinaGeldi campaign

Campaign visuals · Merchandise

Campaign visuals for t-shirts, tote bags, magnets and cardboard displays.

Communication design for NGOs

Making complex information clear for UNICEF, WHO and ILO.



UNICEF · 2017

Inclusive Early Childhood Education

Event branding

Stage, roll-ups, social media visuals, badges and registration desk for the project launch.



UNICEF & Ministry of Education · 2018

Special Education Services Guide

Cover · Layout · Infographics

Cover, layout and page design for a 232-page guide, followed by a 320-page companion guide.



International Labour Organization · 2019

"Understanding the Gender Pay Gap"

Infographic poster (EN/TR)

A one-page infographic poster designed in English and Turkish.



World Health Organization · 2016

Infographic poster series

Information design

Four infographic posters describing WHO activities, used at many WHO events.

Marketing & explainer video



World Health Organization · 2015

“Five Keys to Safer Food”

3D animation · Motion graphics

Animation and graphic design for the Turkish version of WHO's educational film on food safety, produced in 3D.

Watch ↗

Samsung & Onedio · 2014

Viral ads report video

Motion graphics

Watch ↗



Enhencer · 2018

Infographic explainer

Motion graphics

Watch ↗



ATIG Forex · 2016

Product explainer (2’50”)

Direction · Motion graphics · Typography

Watch ↗

ONUR AKSOY

Let's make something.

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