

MEHMET KEREM ÇETREFLİ

VIDEO EDITOR · CONTENT CREATOR · RESEARCHER

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PROFILE

Creative media professional and video editor with hands-on experience across production, post-production, and digital channel management. Proven track record of turning raw footage into compelling, revenue-driving content and managing multiple projects under tight deadlines. Combines a strong visual storytelling craft with an academic grounding in media and cultural studies, bringing both a creator's eye and a researcher's rigor to every project.

EXPERIENCE

Video Editor / Digital Channel Manager · Eccho Rights

Aug 2024 – Jun 2025 · Istanbul

- Managed YouTube channel operations end to end, editing content into clips and designing accompanying thumbnail visuals.
- Maximized channel revenue through targeted editing techniques and communication strategies.
- Provided regular updates to senior management on channel performance and strategic developments.

Production / Post-Production Intern · Tridea Creative Media

Jun 2023 – Sep 2023 · Istanbul

- Edited and assembled raw footage, incorporating special effects and transitions to create compelling video narratives for multiple platforms.
- Collaborated with directors and producers to translate their vision and objectives into engaging visual content.
- Managed multiple editing projects simultaneously, meeting tight deadlines without compromising quality.
- Set up equipment to facilitate smooth, timely production operations.

Photographer · zaten.works

Oct 2022 – Nov 2022 · Istanbul

- Shot photography with Canon digital cameras for the youth academy of a Turkish Süper Lig football club.
- Operated livestream equipment on matchdays.

Videographer Intern · Arina Digital

Jun 2022 – Aug 2022 · Istanbul

- Recorded component shots on location using Sony mirrorless cameras.
- Conceptualized and executed video shoots for corporate clients, enhancing brand visibility and engagement.
- Supported senior editors on complex projects and worked closely with the creative team to maintain output consistency.

Creative Intern · Baff Creative

Jan 2022 – Mar 2022 · Istanbul

- Managed social media content creation, strengthening online presence through engaging graphic visuals.
- Liaised with printers and suppliers to confirm specifications and quality of final printed materials.

Teaching & Research Assistant · Sabancı University

Oct 2025 – Present · Istanbul

- Support graduate coursework as a Teaching Assistant and conduct qualitative and media research as a Research Assistant.

EDUCATION

MA, Cultural Studies

Sabancı University

Sep 2025 – Jun 2027

BA, Radio, Television & Film

İstanbul Bilgi University · 3.19/4.00, Honours

2020 – 2024 · Board Member, Cinema Club

Exchange, Interactive Media

Technische Hochschule Augsburg

Sep 2023 – Feb 2024

LANGUAGES

Turkish	Native
English	C2 Proficient (EFSET 80/100)
German	A1 Beginner

CERTIFICATIONS & EXTRAS

YouTube Content Ownership
EFSET English Certificate — C2 (80/100)
Driving Licence — Class B

SKILLS

Adobe Creative Suite	Video Editing	Post-Production	Multi-Camera Editing	Motion Design	Sound Editing
Videography	Digital Video Production	Visual Storytelling	Thumbnail & Graphic Design	Digital Channel Management	
Media Research	Qualitative Research	Strategic Planning	Shooting Equipment Handling		