Nil Yalman

Brand & Marketing Strategist

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New York City

My Portfolio
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Professional Experience

Marketing Specialist

September 2025, Present

The Limitless Agency

Remote

- Analyze customer behavior across eight consumer brands to **identify audience needs, motivations, and barriers to purchase.**
- Translate each brand's identity into visual and written creative, **shaping messaging around customer pain points and purchase intent.**
- Develop campaigns informed by customer insights, generating $244K+ in attributed revenue for a client.
- Build email and SMS journeys that contributed **39% of total attributed revenue and 36% period-over-period revenue growth for a client brand.**

Design and Brand Strategy Intern

June 2025, August 2025

Top Growth

Remote

- **Rebuilt the brand's visual identity and digital presence,** translating its positioning into a cohesive website, logo, typography, and color system.
- **Developed a social content strategy and reusable content frameworks to establish a consistent brand expression across channels.**
- **Launched a quarter-long social campaign** tailored to the brand's target audience, supported by a coordinated publishing calendar.

Strategy Intern

July 2024, August 2024

TBWA

Istanbul

- **Conducted cultural and consumer research, uncovering an insight that directly shaped the creative concept for a large-scale client campaign.**
- Analyzed competitors and emerging trends to identify positioning opportunities and inform campaign strategy.

Marketing, Strategy, and Growth Specialist

Sep 2023, Dec 2024

Marketing Intern

Sep 2022, May 2023

Way Forward

New York City

- **Repositioned the brand around its core offerings and cultural identity,** translating these differentiators into a clearer visual and verbal brand system.
- Used customer behavior and market insights to inform product positioning and pricing, **contributing to a 100% increase in net sales.**
- Led a full website rebrand and supporting organic and paid campaigns, **increasing online sessions by 383%.**
- **Developed social strategy and design-led storytelling** centered on product differentiation and the brand's target customer.

Education

Parsons School of Design, Dean's List
Strategic Design and Management

Languages

Native: English, Turkish
High Proficiency: French, Spanish