

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

Creative & content

7,500+

Instagram followers
grown

3 UN agencies

UNICEF · WHO · ILO

2 languages

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.

Feb 2023 – Nov 2024

Brand built from launch

Top-searched

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

7,500+

Instagram followers

Brand identity

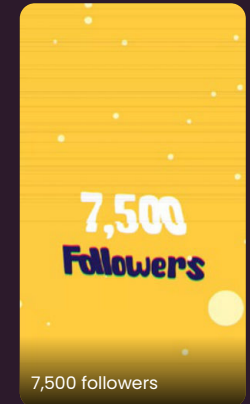
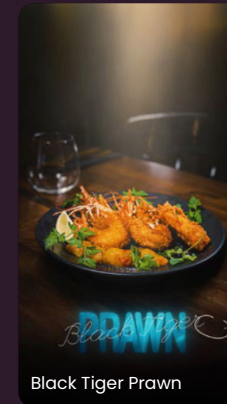
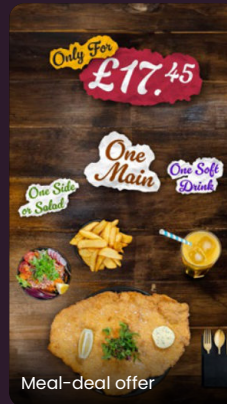
Social media strategy

Campaign creative

Food photography

Short-form video

Online ordering promotion



Tap any reel to watch · more at [instagram.com/schnitzelheaven](https://www.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 ↗](#)



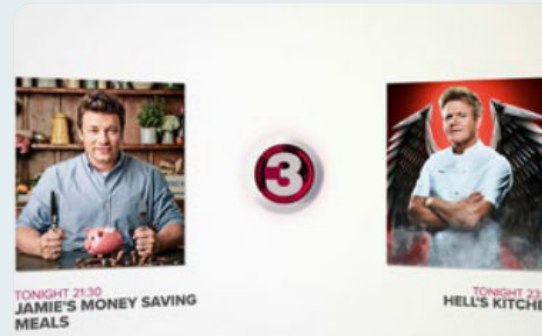
CarFest 2022 (UK) · 2022

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

EURYP logo & guidebook

Logo · Brand guidelines

More identities, menus & campaigns



Archaeology Film Festival • 2020
ArkheDox festival brand
Brand • Catalogue design



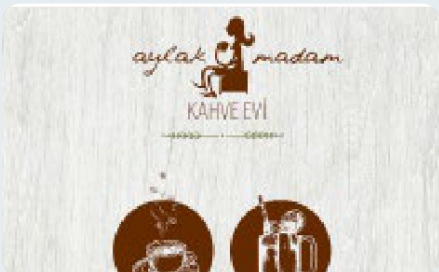
Joint Health & Safety Unit • 2016
Kök OSGB identity
Corporate identity



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 ↗](#)

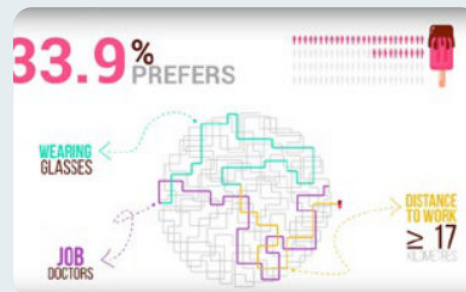


Samsung & Onedio · 2014

Viral ads report video

Motion graphics

[Watch ↗](#)



Enhancer · 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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