

2026

PORTFOLIO

Strategy. Story. Visual Impact.



Merve Okutan

Marketing strategist and communications consultant helping startups and ambitious businesses clarify their thinking, shape their story, and communicate it in a way that moves people.

Hi there!

My name is Merve. I work at the intersection of marketing strategy and communications, helping businesses get their thinking straight, their message sharp, and their materials ready for the moments that count.

My background is in strategy. I hold a Master's in Management from LSE and a degree in Engineering, and I've spent 8+ years working with startups and SMEs across the UK, Europe, North America, and MENA, on everything from investor pitch strategy to brand communications and content.

The work you'll find in this portfolio spans that range. The common thread is always the same: making sure the substance and the story are working together.



Trusted by



Narratives that move

Slide Decks

Strategic storytelling that wins attention and drives decisions.

Client: Odelo Bulgaria
Year: 2022



Developed an **onboarding guide** for **Odelo Bulgaria**, structuring and shaping dense internal content into a clear, accessible resource that **set the tone** for all internal communications to follow.



AI Startup

Pitch Deck

Client: CX Assist
Year: 2025

Built the full **investor pitch deck from scratch** for AI call-handling startup **ClinicVA.AI** -content, narrative, and structure developed from the ground up with no existing materials to work from. The deck played a key role in securing a **strategic partner**, which triggered a **rebrand to CX Assist** and a broader **repositioning** from a single-sector to a multi-vertical platform. Rebuilt the deck to reflect the new strategy and brand direction, keeping it investor-ready throughout. The collaboration is ongoing.



This is really incredible. So exciting to see it set out like this, thank you!

-Oliver, CX Assist

Pitch deck

New Palette, New Me

The rebrand from ClinicVA.AI to **CX Assist** meant more than a logo swap. It required repositioning from a single-sector focus to a multi-vertical vision. The original palette created a natural, striking gradient; the new tones lacked that impact, producing a flat, forgettable blend. I expanded and adjusted the palette to restore vibrancy, crafting gradients that felt bold yet on-brand.

PROBLEM

Receptionist or Swiss Army Knife: One person can't do it all



- Front-desk overload**
Receptionists can't manage in-person care and phone calls simultaneously, leading to delays, frustration, and poor patient experience.
- Staffing for phones is inefficient and costly**
Clinics often need more than one full-time person just to handle call volume, criving up operational costs.
- High volume of missed calls and no follow-ups**
Missed calls and unreturned inquiries result in lost bookings and revenue.
- Neither AI nor humans alone are enough**
AI lacks empathy for complex cases, while human agents waste time on repetitive tasks like scheduling.

4 CLINICVA.AI

COMPETITION

The only player merging AI speed with human touch

	ClinicVA.AI	Money Penny	CallCare	Fyxr AI	Telli
Healthcare focus	✓	✗	✗	✗	✗
Human agents	✓	✓	✓	✗	✗
AI integration	✓	✗	✗	✓	✓
Large scale	✗	✓	✓	✗	✗
Own VOIP	✓	✗	✗	✗	✗

18 CLINICVA.AI

BENEFITS

A solution built for efficiency, growth and control

- AI Voice Agent**
24/7 intelligent call, contact, and diary management
- Seamless Human Takeover**
A complete AI solution with proprietary tech and full control
- Call Recording & Analytics**
Seamless transition between AI and human agents as needed
- Compliance Built In**
Data-driven growth with optimised operations and actionable insights

10 CLINICVA.AI

PROBLEM

Overwhelmed teams, lost calls, lost revenue

Every missed call is **lost revenue**, and most businesses are missing more than they think.

- Overwhelmed teams, high costs**
Staff juggle in-person work with constant calls, often requiring extra hires just to keep up.
- Lost revenue from poor call handling**
Missed calls and slow follow-ups mean fewer bookings, unhappy customers, and wasted opportunities.

50%
More calls handled

£££
Increase in revenue for clinics

2 CL-ASSIST.COM

COMPETITION

The only player merging AI speed with human touch

	Assist	RingCentral	Dialpad	Aircall	8x8
Sector-Specific Adaptation	✓	✗	✗	✗	✗
AI Native+Human Hybrid Model	✓	✗	✗	✗	✗
Proprietary VoIP Infrastructure	✓	✗	✗	✗	✗
Licensing Model	✓	✗	✗	✗	✗
Compliance Certifications	✓	(partial / add-on) ✓	(partial / add-on) ✓	(partial / add-on) ✓	(partial / add-on) ✓

11 CL-ASSIST.COM

PRODUCT

A solution built for efficiency, growth and control

- AI Voice Agent**
Answers instantly, manages routine calls and admin tasks 24/7.
- Seamless Human Takeover**
Complex or sensitive calls pass smoothly to trained agents.
- Call Recording & Analytics**
Every interaction logged, searchable, and insight-ready.
- Compliance Built In**
Fully GDPR, HIPAA, and ISO 27001 compliant.

7 CL-ASSIST.COM

Parts Manufacturer

Corporate Profile

Client: Etem Gestamp
Year: 2023



Etem Gestamp in Numbers

- 25%** of extrusion capacity dedicated to automotive products currently
- 480** Employees currently
- € 22M** Investment in 2022
- 75%** of extrusion capacity dedicated to automotive products in two years
- 600** Employees in two years
- € 15M** Investment in 2023



Refreshed the **corporate profile** for **Etem Gestamp**, an international **manufacturing company**, reworking the content structure and narrative flow to better communicate the company's positioning to a **global audience**.

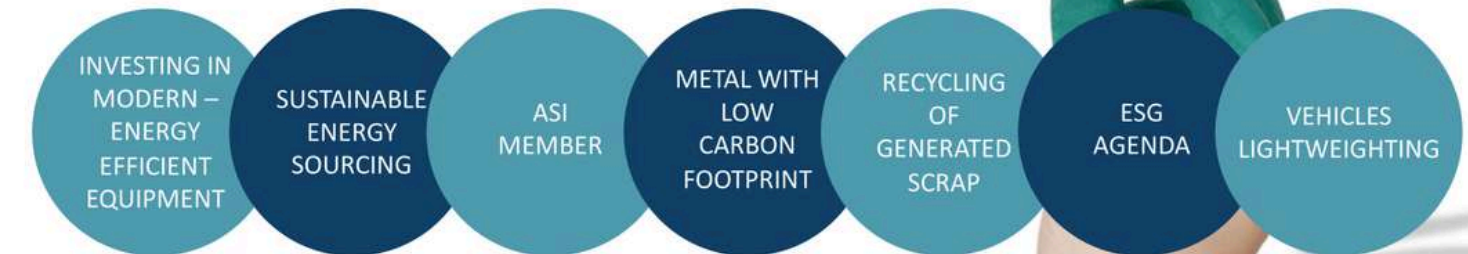
Corporate profile

“ Well, Merve worked on more than 5 projects of mine -this won't be last. She is a perfect collaborator and I will keep working with her.”

-Marieta, Etem Gestamp

Focused on Sustainability

Sustainability is at the core of our business. We actively and continuously invest on best practices to optimize our production cycle and reduce our energy footprint.



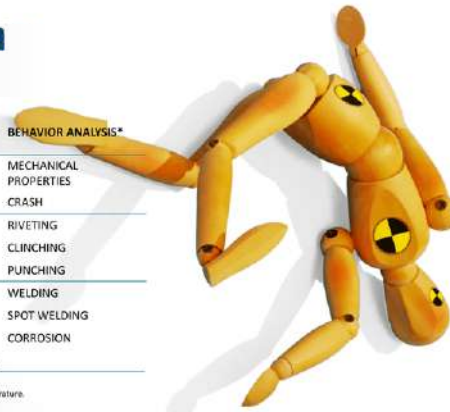
Company Milestones



Automotive Crash Certifications

OEM's	MATERIAL SPECIFICATION	APPROVAL	BEHAVIOR ANALYSIS*
BMW	WS 02002 - LV-Typ A	+	MECHANICAL PROPERTIES
	WS 02003 - HV-Typ A	+	CRASH
DAIMLER	DBL 4919.30	+	RIVETING
	DBL 4919.30	+	CLINCHING
	DBL 4919.40	+	PUNCHING
AUDI	TL 116-C-20	+	WELDING
	TL 116-C-24	+	SPOT WELDING
	TL 116-C-28	+	CORROSION
	TL 116-C-32	In Progress	

*Short- and long-term usage in addition to low and high temperatures.



Distinguished Capabilities

- Crash relevant alloys development – Lighter weight and less carbon footprint
- Complicated cross sections
- Design optimization proposals in early development phase (Co Development)
- Rapid prototyping
- Simulation of overall extrusion process
- Advanced post extrusion fabrication options according to needs

Automotive Products



Development Plan

- Passivation implementing
- Developing local sub supplier network
- Investing in green casthouse

ETEM | Gestamp

Thank You

etemgestamp.com



Tech Startup

Pitch deck

Client: Trackia
Year: 2023

Trackia, a startup building an **applicant tracking system** for SMEs, came with a rough draft and business plan. Refined the narrative and restructured the content to deliver a **pitch deck** that was clear, credible, and **investor-ready**.



Merve is so talented! She can create amazing things based on your ideas, but also gives her own suggestions, which are great.

-Agnieszka, Trackia





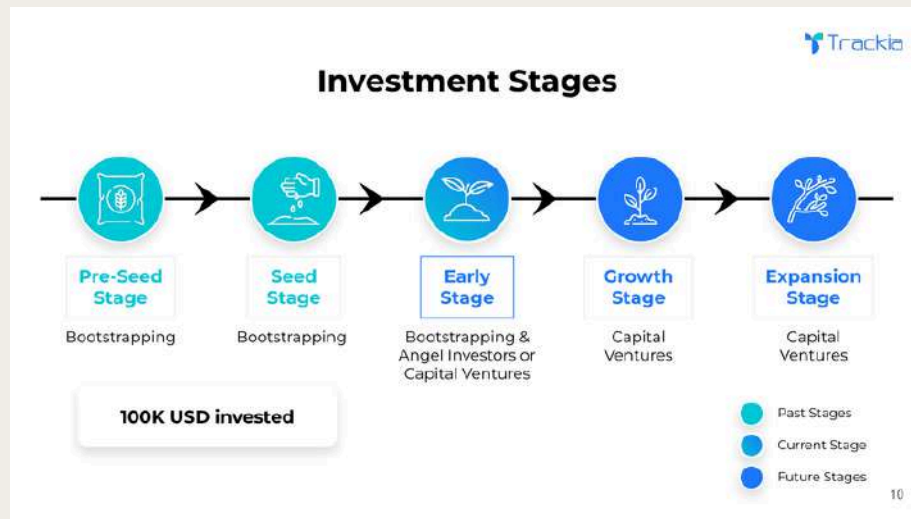
The Product

Trackia.io: An Applicant Tracking System Like No Other

A fully functioning recruitment system

- Career pages with customized application forms, receipt of application and messaging
- Intuitive recruitment management with the Kanban Board
- Personalization tools
- Communication tools for teams and contacting candidates
- Candidate competence verification

Pitch deck



The Problem

A Broken System Where Both the Businesses and Talent Left Unsatisfied

Current ATS options leave everyone involved in the recruitment process unfulfilled. It is a complicated system that makes it harder to connect with the right people. The lack of control causes lost time and money, leading recruiters to using multiple tools.

75%

of companies worldwide reported difficulty hiring qualified employees in 2022 -highest rate in 16 years¹

71%

of employees open to new job offers¹

68% of those involved in recruitment find the recruitment process too time-consuming²

77% of the companies want to digitize signing contracts and such through an ATS system²

¹<https://erecruiter.pl/centrum-prasowe/efektywnosc-rekrutacji-wyniki-badania-erecruiter/>

²<https://hrbezpapieru.pl/storage/app/media/uploaded-files/Raport-HR%20bez%20Papieru-2022.pdf>

The Team

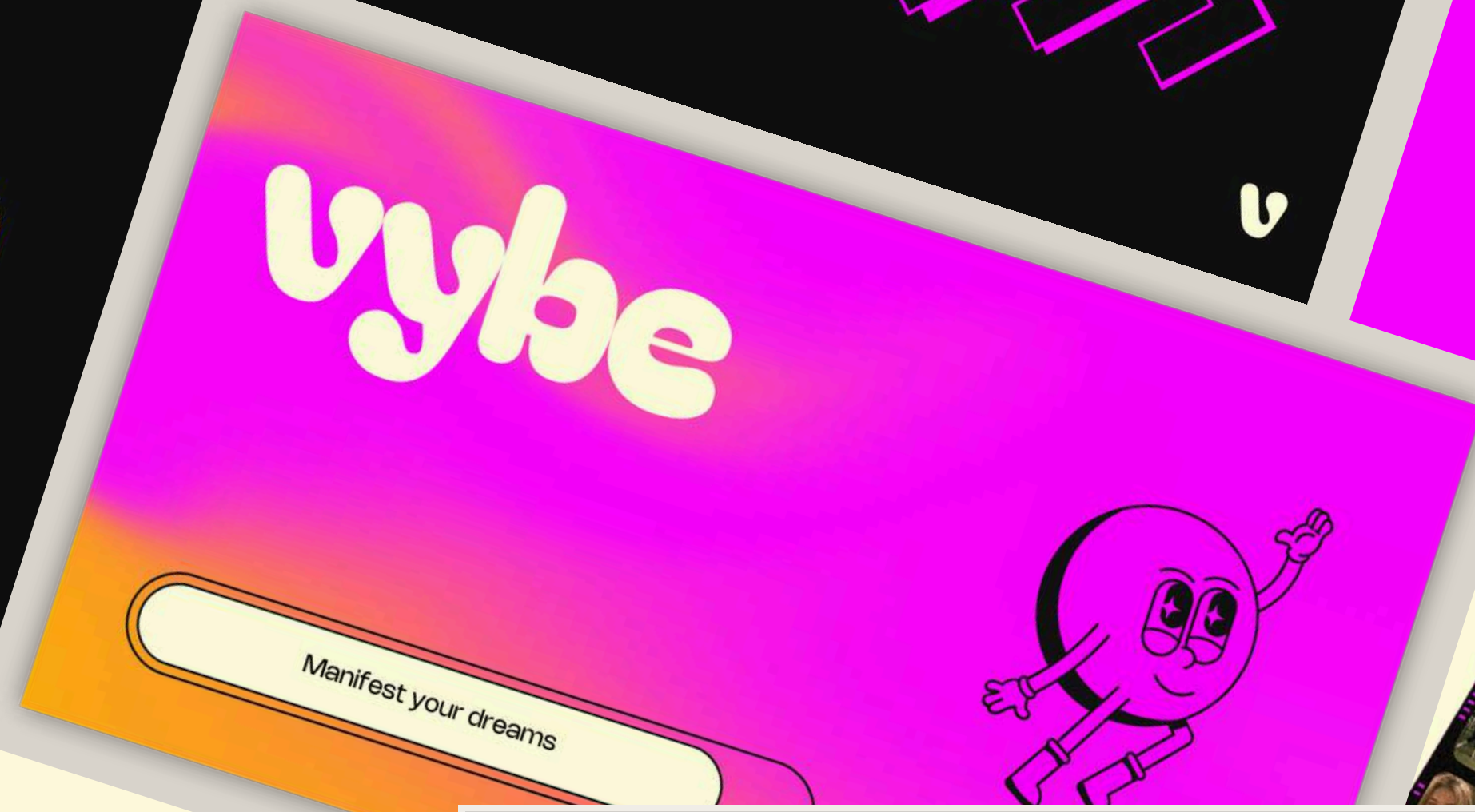
A Team of Passionate Experts

Agnieszka Migda -CEO
A visionary saleswoman. With her feisty and persuasive approach, she does not miss any sale. Successful B2B & B2C sales history in the IT sector. Co-created sales structures in start-ups and foreign markets.
A true skiing enthusiast and a fierce tennis instructor. Mountains and pizza are two of her favourite things.

Anna Musiał -CPO
An expert in HR and recruitment. With her deep knowledge on the pain points of the recruitment process, she helped create our innovative product. She has long-term experience in managing product and service development.
A keen fan of Star Wars. Some of her favourite things are craft beer and kayaking.

Rafał Migda -CTO
The tech genius behind the design and development of Trackia ATS. He has participated in many international projects dedicated to the European, US and Southeast Asian markets.
A big fan of the series Battlestar Galactica. Some of his favourite things are mountains and Polish Żurek.

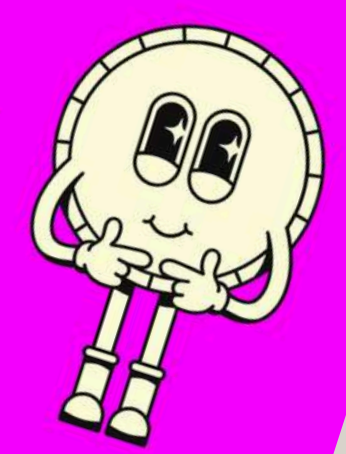
lonely
problem?
Millennials are the last of the analogue generations. Their
processors, Gen Z as we know them, have born into the digital
age. While this may mean that they have more resources at
their disposal than the previous generations, they are also the
most of us all.
of Gen Z report feeling alone at times.* That is higher
than other age group, including 65+.
https://www.thesocialsciences.com/sites/kianbakhtari/2023/07/28/gen-z-the-loneliness-epidemic-and-the-unifying-power-of-brands/



...ing vybe:
your pocket
Vybe redefines what it means to take
friends. There are infinite amazing vybe
others on the internet. Why not use those
your story together with your friends!
Unlike most other social a
does not pull you away fr
friends and family only to t
into an endless vortex of in
Instead, Vybe brings you clo
loved ones.



...one who loves photography and
n, especially teens and young
create engaging content and to
meaningful relationships with people
al life.
...loneliness and disconnect head on by enabling
ate and share exciting content with friends.



But how does it work?
1
2
Pick an inspo pic that
you want to recreate
Pick your friends you
want to have in the pic



App Startup
Client: Vybe
Year: 2024
Pitch Deck
Developed an investor pitch deck for photo app Vybe,
building a clear narrative around the product and its
market position to make a compelling case in a
competitive space.

...ns, creativity,
...cing real
...loneliness and disconnect head on by enabling
ate and share exciting content with friends.
But how??

Clarity, cover to cover

Reports & White Papers

Complex ideas distilled into content that informs, persuades, and lands.



Client: Ardent
Year: 2022

Developed a **white paper** for **Ardent** on data reporting and visualisation, structuring the content and narrative to work both as a credible industry resource and a marketing asset across **organic and paid channels**.



Cybersecurity

Report

Client: CyPro

Year: 2024

Worked with UK-based **cybersecurity** company **CyPro** to transform raw research data, gathered through a university partnership, into a structured, reader-friendly publication. The focus was on **narrative flow**: organising findings so they built logically and connected with readers, rather than presenting data in isolation.

“

Exactly what I'm looking for.”

-Jonny, CyPro

Report

From Data to Story

Focused on **flow and readability**, structuring each spread so insights read like a **narrative** rather than static figures. Dense data was distilled into infographic-style visuals, balanced with CyPro's bold palette, clear hierarchy, and white space. The result feels more like **a book you want to flip through** than a technical report, ensuring the findings connect with readers at every stage.



Tech Company

White Paper

Client: 3Gi
Year: 2023

Developed a **white paper** for **3Gi** on digital transformation, structuring the content and visual language around their **sustainability messaging**. The brief required balancing a corporate identity with a narrative about **growth and change**; the output needed to feel credible and on-brand while communicating something more human than a typical corporate document.



01

Studying the Business Leaders

For the past four years, we have been interviewing business leaders across the UK to understand the **real** impact that technology has on their digital transformation strategies.

Through a series of surveys and interviews, we have unlocked the various challenges and trends.

We hope that other businesses can leverage and tailor their own digital transformation strategies to find success in the digital age.



3Gi

05

05 Security and Cyber Education is still lacking in digital technology adoption and business models

Whilst many business leaders are aware that cyber attacks are a critical risk, they struggle to understand how to manage this whilst exploring digital transformation initiatives. Within the board room, cyber security is still being deprioritised when in fact this is one of the biggest threats to profits. Cyber is still seen as very much an 'IT Department' problem, rather than a key foundation for protecting current business models.

06

06 Artificial intelligence and Machine Learning are being heavily overlooked in digital transformation efforts

Many of the businesses we spoke to didn't believe these models were readily available in their industry. With the viral surge of products such as ChatGPT, AI and ML are now becoming mainstream. We are hoping that more education and exposure will really allow boards to embrace the benefits and explore the increased ROI as part of their digital transformation journeys.

“
The latest digital technologies, like cloud or AI, it's all about the identification of the right technologies for businesses, and integration into what may be traditional business models.
”

Dhana Doobey
Partner - Spencer West

3Gi

02

Key Takeaways for Digital Transformation Strategies in 2023

Digital Transformation is certainly no longer a buzzword! Paying particular attention to the development of our data over the past 4 years (especially data from 2022), we have identified **six key takeaways** from our research.

Digital Transformation is more about Business Transformation

Anxiety around emerging technologies causes delays to many digital transformation projects

Digital data is the new core business asset of the 2020s

System Integration is essential to prevent digital disruption

Security and Cyber Education is still lacking in digital technology adoption and business models

Artificial intelligence and Machine Learning are being heavily overlooked in digital transformation efforts

3Gi



04

03 Digital data is the new core business asset of the 2020s

Data should now be viewed as digital assets and digital transformation strategies must include digital data protection. **Powerful data** gives the ability to track the customer or employee journeys, the ability to improve operational processes through collaboration and communication, and the ability to produce quality business intelligence.

04 System Integration is essential to prevent digital disruption

The power in having operating models covered under a single pane of glass means that business operations can be more seamless, more collaborative and can support a strong business culture. Integration maximises efficiency, and provides a better experience for your customers to enable growth and retention.

3Gi

White Paper



Great work and excellent communication!”

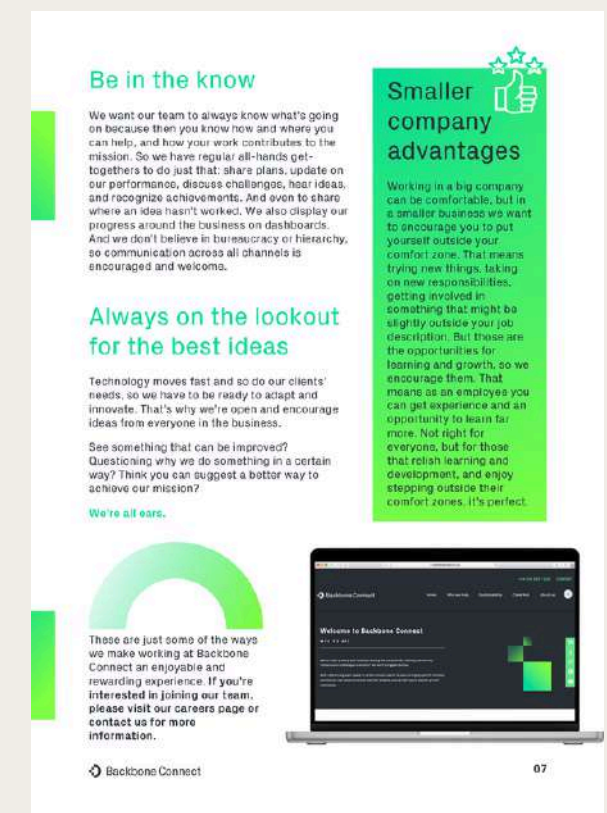
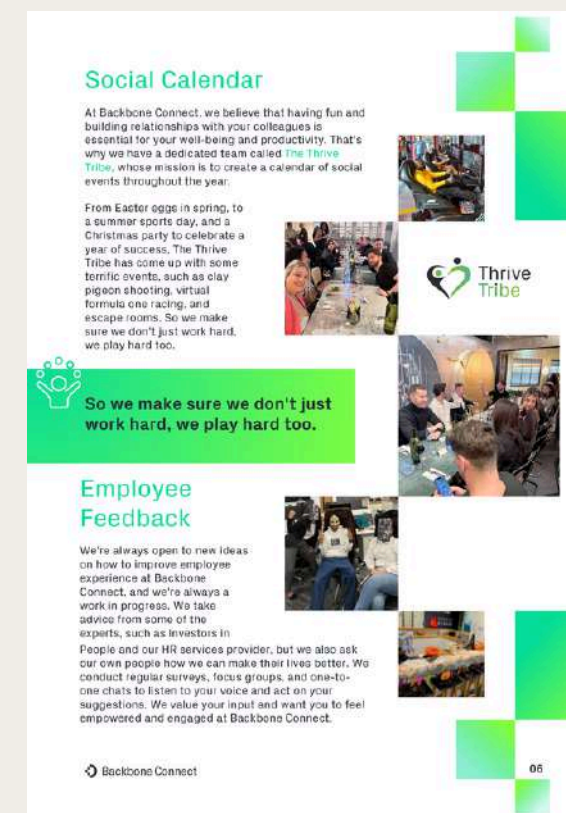
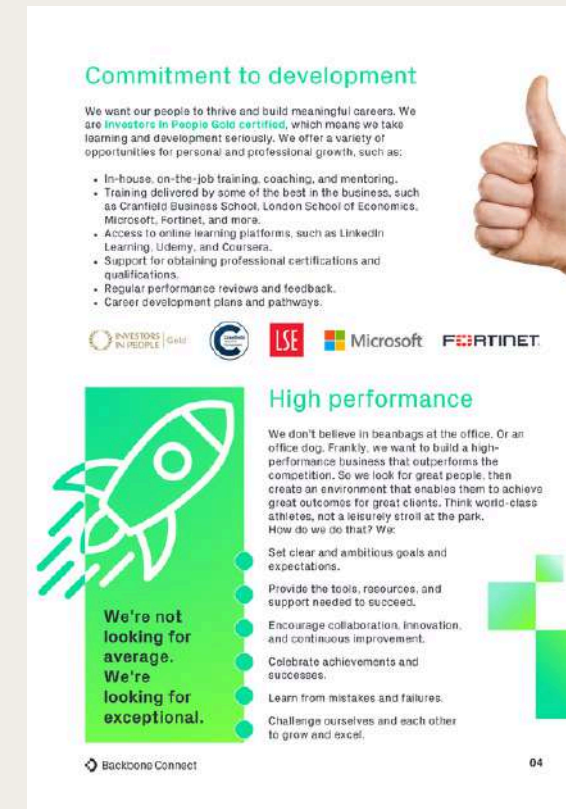
-Liz, 3Gi

Tech Company

Lead Magnet

Client: Backbone Connect
Year: 2024

Developed a **new hire guide** for **Backbone Connect**, restructuring text-heavy content into a clear, navigable resource. The goal was to make essential information **accessible and engaging** for new employees from day one. Functional, on-brand, and easy to use.



Created a branded infographic for AI infrastructure company **Redsand**, translating complex AI concepts into a clear, cohesive piece that made technical information accessible without losing its edge.



Data, made human

Infographics

Turning numbers and complexity into something people actually understand.

Client: Redsand
Year: 2024



Social Market Research

Survey Results

Client: NWA Research

Year: 2025

Translated **raw survey data** into a clear, structured infographic for **NWA Research**, a social market research company working with local authorities across the UK. The brief was to make **complex findings accessible to a public-facing audience**, distilling numbers and insights into something readable and meaningful without oversimplifying the research.



Excellent work - flexible and inventive in her approach. Much impressed and will work with her again."

-Norma, NWA Research

Built to last

Print Collateral

Communications designed to stick long after the first glance.

Developed a flyer for **Same-Day Dispatch Services**, a same-day courier with a 99.7% on-time delivery rate, distilling a simple but powerful proof point into something memorable and on-brand.



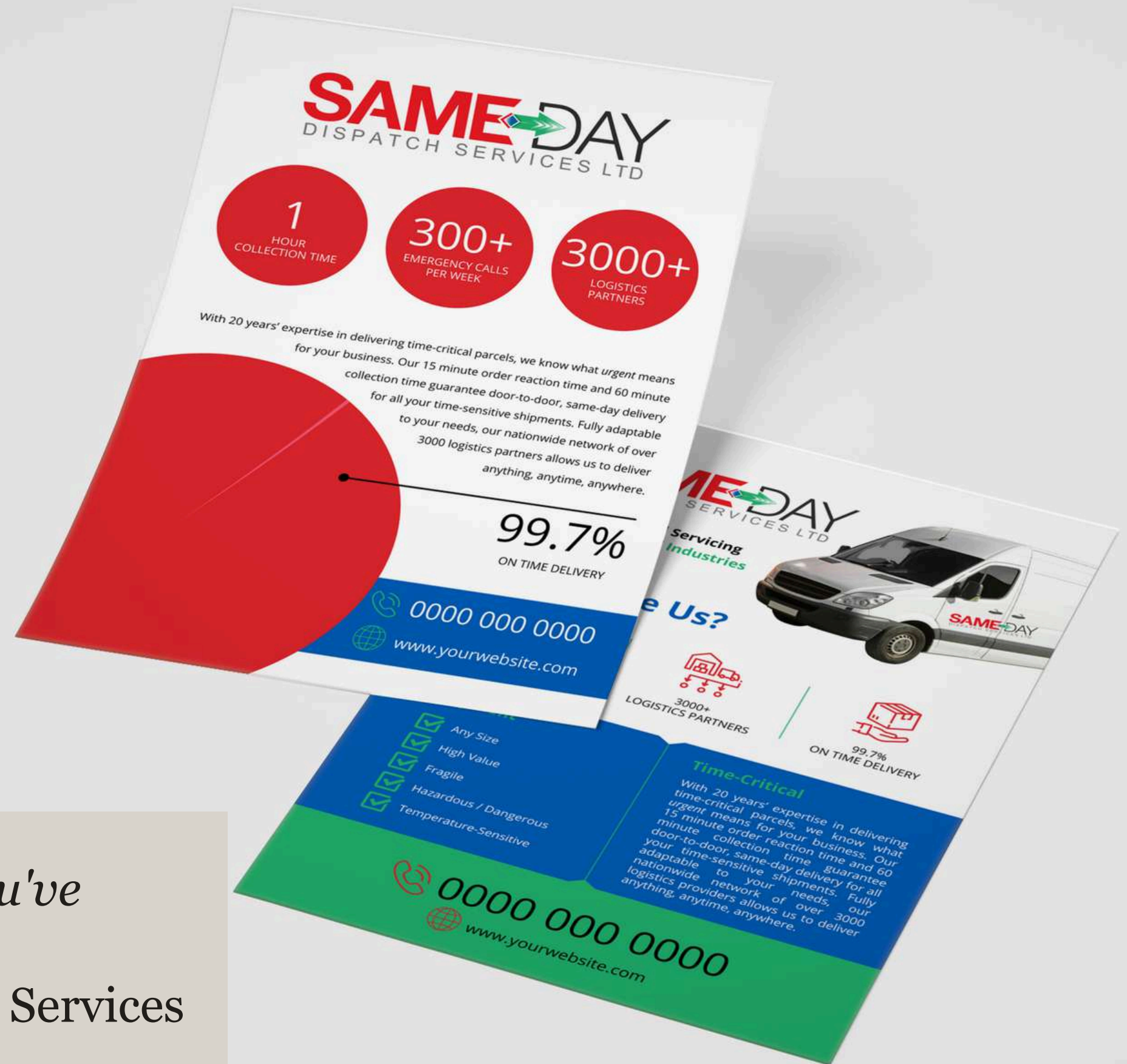
Client: Same-Day Dispatch Services
Year: 2021

Same-Day Courier

Flyer

Client: Same-Day Dispatch Services
Year: 2022

The client came with a detailed brief and a text-heavy direction. Rather than following it literally, proposed an alternative approach, leading with a single, striking data point (their **99.7% on-time delivery rate**) that communicated **reliability** more effectively than any amount of copy could. The client chose the alternative.



“

I'm over the moon with what you've managed to create here.”

-Martin, Same-Day Dispatch Services

Client: Isle of Rum Community Trust
Year: 2022

“Use this freelancer!”
-Alex, Isle of Rum Community Trust

Tourism Trifold

Developed a trifold brochure for the **Isle of Rum Community Trust**, structuring the content to serve both as a practical visitor guide and a compelling introduction to the island, balancing useful information with a sense of place.





Some of the people who have booked us
 Norwich Science Festival, Wren Academy,
 Oxford University, Ashington Primary,
 Ipswich Girls School,
 Royal Holloway University of London,
 Nelson Infant School, Arts Depot,
 Kool Carers, Thameside Primary,
 Newlands Spring Primary

Some of the people who have booked us
 Norwich Science Festival, Wren Academy,
 Oxford University, Ashington Primary,
 Ipswich Girls School,
 Royal Holloway University of London,
 Nelson Infant School, Arts Depot,
 Kool Carers, Thameside Primary,
 Newlands Spring Primary

“Amazingly talented designer!”
 -Mark, Starlight STEM

Client: Starlight STEM
 Year: 2022

Education
Trifold

Created a trifold brochure for **Starlight STEM's** planetarium shows, navigating a brief that needed to speak to **two distinct audiences** -children and educators- without compromising on either.

WHO IS STARLIGHT STEM?
 Planetarium
 Starlight STEM is a STEM Education company based in the East of England. Focusing on Space and Physics we deliver high quality and affordable planetarium shows and workshops suitable for all ages.

Workshops
 We have an array of exciting workshops delving into subjects like rockets, electricity and space travel. Apart from gaining in-depth knowledge on the workshop topics, pupils also get a hands-on experience by participating in fun activities like building a rocket, using electronic kits, or working on problem solving skills using real space data.

OUR SHOWS
 Myths and Legends
 Journey into the night sky as our presenter tells stories of monsters, gods, and heroes as we learn about the constellations and the astronomy associated with them.

Tour of the Solar System
 Take off from the Earth in a Space Shuttle to visit the whole Solar System. We fly through Saturn's rings and onward to the outer Solar System, pass the Ice Giants as we go before stopping to say hi to the Rosetta probe as it orbits comet 67/P, then off into deep space to have a look at our galaxy from the outside and the supermassive black hole at its heart.

OUR SHOWS
 We know the impact of a good planetarium show on young minds. With over ten years' experience in presenting planetarium shows and with the help of our upgraded software, we have created one of a kind, fully interactive, guided tours that the pupils will never forget.

OUR SHOWS
 Our state of the art, 40-seat, high-definition planetarium has a proper door, giving excellent access to all students. A 7x7m space and 4.2m of head height are needed to set up the dome.

OUR SHOWS
 No space or budget for an in-person planetarium experience? No problem! Our one-hour online show is an excellent alternative with the same presenters and a similar Q&A session at the end.

Chatbot Whitelabel

Bifold

Client: AI Agency

Year: 2022

As part of a broader collaboration with **AI Agency**, an AI chatbot whitelabel, developed a **bifold brochure** alongside **lead magnets** and **Google Ads**. The challenge was making technical product features accessible and credible to a non-technical client-facing audience, across multiple formats and channels.



“

Great work from Merve!”

-Jason, AI Agency

Quantity Surveyor
Flyer

Client: Obsidian Surveying
Year: 2023

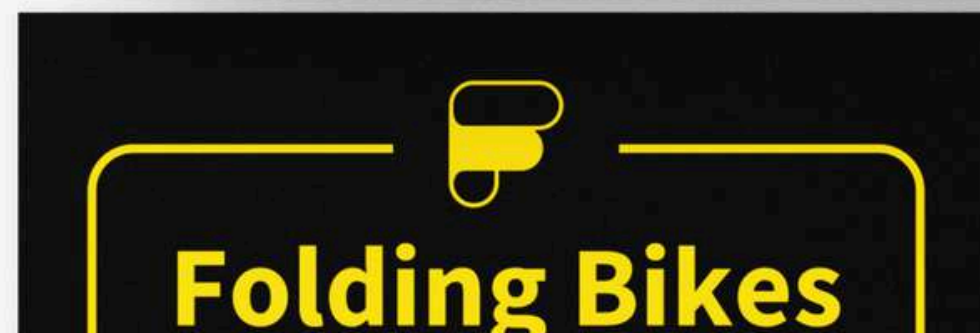
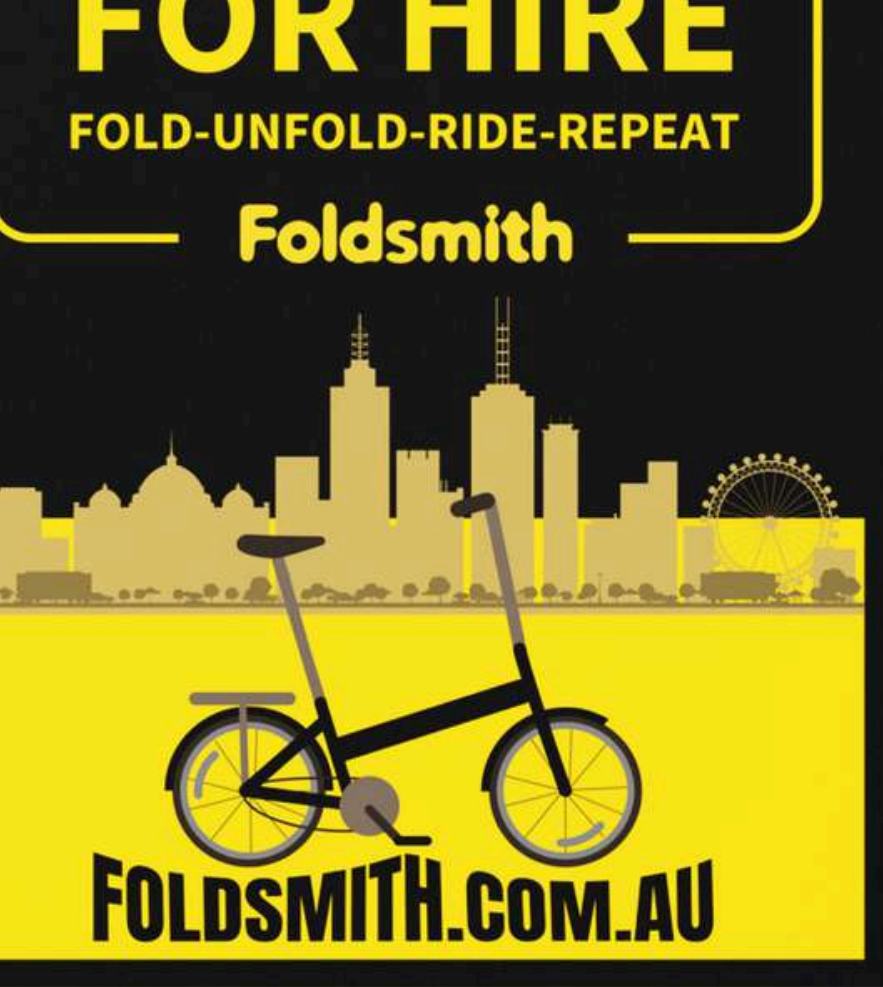
Developed a **single-sided flyer** for UK-based quantity surveyor **Obsidian**, distilling their key advantages into a concise, professional format that reinforced **credibility** and communicated clearly to their target audience.



“

Brilliant!”

-Chris, Obsidian Surveying



Bike Hire
Client: Foldsmith
Year: 2024

Poster

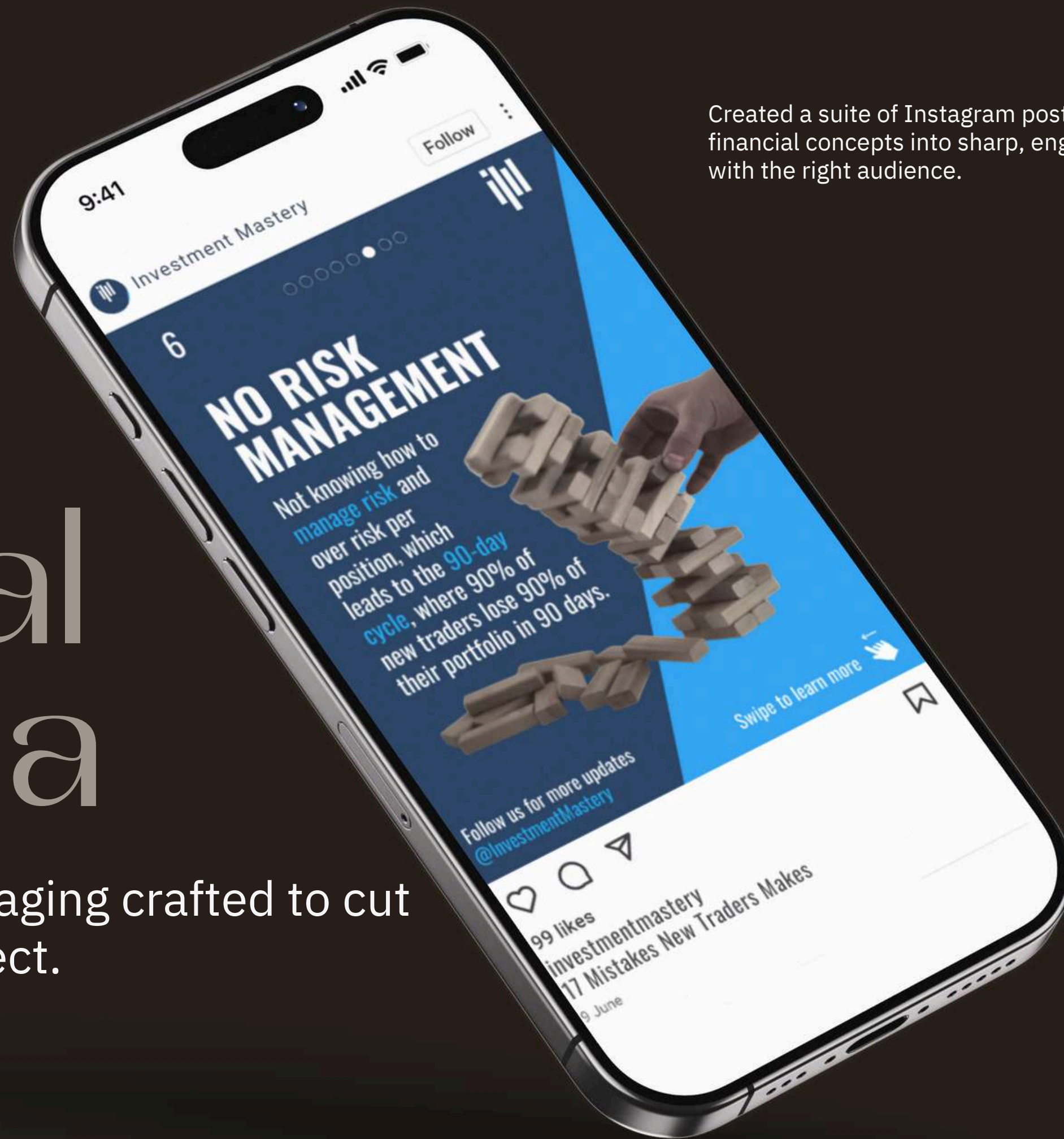
Created a **poster** for Australian folding bike rental company *Foldsmith*, capturing a brand identity that needed to feel both **practical and distinctive**, rooted in a specific city and lifestyle without being generic.



Stop the scroll

Social Media

Content and messaging crafted to cut through and connect.



Created a suite of Instagram posts for Investment Mastery, turning complex financial concepts into sharp, engaging content built to reach and resonate with the right audience.

Client: Investment Mastery
Year: 2021

Trading Advisory

Instagram Carousel

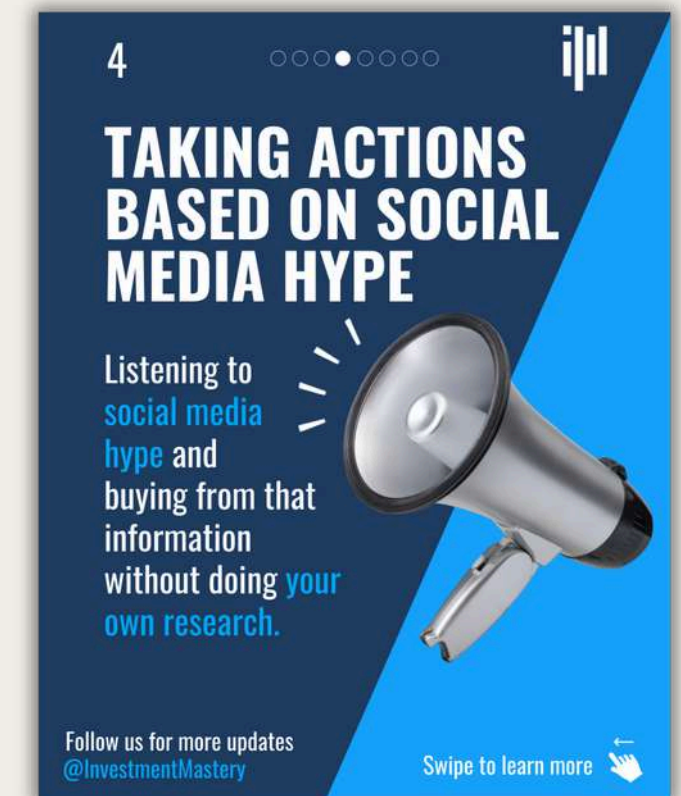
Client: Investment Mastery

Year: 2021

Developed a suite of Instagram carousel posts for **Investment Mastery**, a trading advisory programme. The structural approach was deliberate, using continuity across slides to create **momentum** and guide viewers through a narrative from first frame to last, rather than presenting information as a series of disconnected static posts.

“*Fantastic designer! Not only talented but eager to help with fantastic communication skills.*”

-Marcus, Investment Mastery





Is Your Revenue Pipeline Shrinking?

MISSIONINTELLIGENCE.AI

Market Expansion and Go-to-Market Strategy

Assisting with market analysis, identifying new market opportunities, and devising effective go-to-market strategies for product launches and expansions.

MISSIONINTELLIGENCE.AI

How Will AI Pricing Shape the Future for 28,000 SaaS Companies by 2025?

MISSIONINTELLIGENCE.AI

Sales Process and Training

Mergers and Acquisitions

Consolidation Trends: Guiding clients through acquisitions of smaller SaaS players to expand capabilities or market share.

MISSIONINTELLIGENCE.AI

(RevOps)

Marketing Alignment: s to unify sales, success functions.

ats and Efficiency real time

Culture Ero

Tech Company

Client: Mission Intelligence
Year: 2025

LINKEDIN POSTS

Developed a series of **LinkedIn posts** for **Mission Intelligence**, translating complex AI-driven concepts into clear, digestible content calibrated for a **professional audience**, where credibility and clarity need to work together.

Thank You.

Hire me on

