



KADIR CAN ARABACI

Creative Director | Brand, Marketing & Commercial Strategy

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PROFESSIONAL SUMMARY

Creative Director, Producer, and Video Editor with 5+ years of experience across film production, brand strategy, marketing, business development, and commercial partnerships. Founder of Doksansekiz Media, a full-service creative agency delivering branded content, campaign production, and end-to-end creative solutions for leading brands. Recipient of 30+ awards and nominations for documentary and narrative filmmaking. Previously worked as Senior Video Editor at The Independent Turkish, Creative Pro at Apple, and Sales & Delivery Advisor at Tesla across Istanbul and Dubai, combining creative leadership with customer experience, sales, and premium brand engagement.

Film & Production	Film Directing · Documentary Production · Short Film · Branded Content · Campaign Films · Cinematography · Scriptwriting
Content & Marketing	Content Marketing · Content Design · Content Strategy · Social Media Content · Campaign Development · Go-to-Market · Brand Storytelling
Brand & Agency	Brand Identity · Creative Direction · Agency Communications · Brand Management · Visual Systems
Post-Production	Video Editing · Color Grading · Motion Graphics · Sound Design · DaVinci Resolve · Premiere Pro · After Effects · Final Cut Pro
Leadership	Team Leadership · Crew Management · Client Pitching · Budget Control · Business Development · Project Management
AI & Digital Tools	AI-Assisted Production · Generative Media · Midjourney · Kling AI · Higgsfield · Google Veo · Claude AI · Gemini Pro
Development & Design	iOS App Development (Swift) · Web Design (Framer) · Figma · HTML/CSS

PROFESSIONAL EXPERIENCE

Founder & Creative Director

Doksansekiz Media — Istanbul, TR · Sep 2024 – Present

- Founded a full-service creative agency and production company building the brand from scratch, including identity, logo, visual system, and website.
- Lead content marketing and content design for clients: developing campaign strategy, producing branded content, and managing creative output across digital and social platforms.
- Deliver agency communications for brand clients leading go-to-market strategy and cross-channel content production from brief through final delivery.
- Direct all film and video production documentaries, short films, and campaign films earning 30 awards and nominations at national and international festivals.
- Integrate AI-assisted workflows (Midjourney, Kling AI, Higgsfield, Google Veo) into production pipelines to augment creative output and accelerate delivery.

Sales & Delivery Advisor

Tesla — Istanbul, TR & Dubai, UAE · May 2022 – May 2024

- Owned the full customer journey from initial consultation through vehicle delivery, driving sales performance and customer satisfaction targets across two international markets.
- Deployed to Dubai (Nov 2022 – Mar 2023) to lead sales and delivery operations during a high-growth market launch, demonstrating cross-cultural adaptability and decision-making under pressure.
- Translated complex technical product knowledge vehicles, charging infrastructure, software, financing into confident purchase decisions, consistently driving conversion and loyalty.
- Executed end-to-end payment processing, vehicle registration, and delivery logistics with precision, upholding Tesla's premium delivery standards.

Senior Video Editor

The Independent Turkish — Istanbul, TR · Jan 2021 – Nov 2021

- Held full editorial responsibility for all video content published by a major British national newspaper in Turkey, making daily decisions on quality, tone, and suitability for digital and social audiences.
- Led and managed a team of editors assigning briefs, reviewing cuts, setting standards, and maintaining consistent output under live news cycle pressure.
- Produced shoot-ready content briefs for field production teams, exercising creative and logistical leadership across the complete pipeline from planning to publication.

Creative Pro & Technical Specialist

Apple Inc. — Istanbul, TR · Feb 2017 – Feb 2020

- Progressed from Technical Specialist to Creative Pro, taking on broader responsibility for staff development, customer experience leadership, and product education strategy.
- Made independent repair-or-replace decisions at the Genius Bar, balancing technical judgement, customer satisfaction, and commercial accountability under high-volume conditions.
- Managed floor operations and appointment scheduling; coordinated team workflows to optimise customer flow and maintain premium service standards.
- Onboarded and mentored new recruits on Apple's internal training systems, taking ownership of knowledge transfer and team capability development.

Videographer (Intern)

Fotomaks — Istanbul, TR · Jun 2019 – Aug 2019

- Produced digital photography and video content across premium retail locations (Zorlu Center, Istinye Park, Flyinn), supporting in-store brand communications.

Technical Director (Intern)

Doğan TV Holding (Kanal D, CNN Türk, Dream TV) — Istanbul, TR · Sep 2015 – Jun 2016

- Supported technical direction across live studio programs, managing equipment logistics and resolving on-air technical faults under broadcast deadlines.

TOOLS & TECHNOLOGIES

Post-Production	DaVinci Resolve · Adobe Premiere Pro · Final Cut Pro · After Effects · Photoshop · Lightroom · Illustrator
AI & Generative	Midjourney · Kling AI · Higgsfield · Google Veo · Claude AI · ChatGPT · Gemini Pro
Design & Web	Figma · Framer
Development	Swift / Xcode · Cursor · HTML/CSS

Platforms macOS · iOS · iPadOS · Apple Ecosystem · Windows PC · Microsoft Office

EDUCATION

BSc Communication Design Istanbul Kültür University · 2016 – 2020 · GPA: 3.09 / 4.00

Radio & Television Aydın Doğan Vocational & Technical Anatolian High School · 2012 – 2016

LANGUAGES & CERTIFICATIONS

Languages Turkish — Native · English — Professional (Apple, Tesla, The Independent)

Certifications Kickboxing Federation Coaching Certificate — 3rd Tier Black Belt · Driver's Licence: A2-B