

# Business Presentation March 2025

Filiz Taylan Yuzak

Vibrant  
Content



# About Me

I founded Vibrant Content as a sole trader in late 2024. I help entrepreneurs with digital marketing and self-promotion, especially content and social media marketing. I am a freelance content creator, social media consultant and LinkedIn trainer. I am equipped with 13 years of experience in writing and 5 years of experience in content creation.


Before going freelance, I was a Content Curator for YouTube Music for 4 years. I won a Cheers Award in this role, for my "remarkable work, ideas, and data-driven approach". I spent almost a decade as a Communications Officer before that. I have been based in the UK for the last 16 years.

With a background in journalism, I am also an award-winning writer: my article was awarded "Highly Commended" by The Green Parent Magazine Writing Competition in 2024. It was also published in the magazine in December.

I successfully completed a Digital Marketing skills bootcamp in 2024. I have an MA degree from the University of Warwick and a BA degree in Media and Communications.



# About Me



Connect with your target  
Boost your organic growth

Book Your


**Filiz Taylan Yuzak** [Add verification badge](#)

★ Digital content made authentic and personalised ★ LinkedIn Masterclasses and profile makeovers ★ Social media marketing and consultancy

United Kingdom · [Contact info](#)

[Book a FREE consultation now!](#)


1,543 followers · 500+ connections



**Vibrant Content**

"Inspiring ideas, authentic writing, genuine connection, organic growth"

Marketing Services · Winchester, Hampshire · 120 followers · 0-1 employees

 Emalene & 110 other connections follow this page

[Message](#) [Following](#) [More](#)

# Services

## Digital Content Creation and Marketing

- Authentic Storytelling
- Creative Idea Generation and Planning
- Content Research, Strategy and Creation
- Writing, Proofreading, and Editing

## Social Media Marketing and Consultancy

- Brand Awareness and Visibility
- Organic Growth / Audience Development
- Engagement
- Community Management
- Data Analysis and Reporting

## LinkedIn Support

- Live or recorded Masterclasses
- Profile Audits
- Profile Makeovers
- Company Page
- Banner
- 1:1 or group meetings



# Unique Selling Points

Human-written, authentic, genuine, and personalised content

Commitment to organic growth instead of ads / paid social

# Why Choose Me?

Success in content creation, writing, organic growth, increasing demand and consumption

I am an experienced content creator, awarded for my writing, also for my “remarkable work, ideas, and data-driven approach”.

I drove audience development and increased demand at YouTube Music. I contributed significantly to the fast growth of my market as the number 5 in EMEA, by championing original content.

I scored second highest in the EMEA team of 26 editors by increasing the popularity of my playlists by 15.39%.

I scored third highest in the team with a consumption share and impact share of 10.23% and 21% respectively.



*the*  
**Green Parent**

# Values

Honesty

Creativity

Knowledge

Community

Equity, Diversity and Inclusion

Sustainability

# Motto

“Inspiring ideas, authentic writing,  
genuine connection, organic growth”



# Success Story 1

- I increased my client's LinkedIn follower number from 0 to 276, with a full profile makeover and engaging posts.
- I increased her LinkedIn content performance by 162% to 1,611 impressions in the last year.
- I increased her followers by 10% in the past 90 days.



# Success Story 2


I built my personal brand on LinkedIn by reaching almost 2,000 followers and over 1,000 connections organically.

- I increased my impressions by 5,699.9% to 37,003 impressions in the last year.
- I increased my reach by 1,648% to 4,702 members.
- The number of my followers increased by almost 14% in the last 90 days.
- I started my LinkedIn company page only 4 months ago and I already reached 2,359 impressions, with 142 followers.

# Recent Achievements

- I was elected as the Non-Executive Board Member for Marketing for Party Kit Network, an international social enterprise connecting sustainability and communities.
- I became an Adviser for Enterprise Nation, an engaged community of over 135,000 entrepreneurial members.
- I won a Highly Commended Award for my writing from Green Parent Magazine Competition 2024.
- I won a Freelance Network bursary from The Space Digital Arts to support my training and development opportunities in 2025.
- I trained over 40 people with my “Growing Organically on LinkedIn” Masterclasses.
- I successfully completed the Business Growth Factory Programme by Incuhive UK. I took part at its Pitch Competition at The Arc on 17 January 2025 and was featured in the Hampshire Chronicle.
- I successfully completed the Winchester Creative Growth Programme by Evolve Advisory UK.
- I became a member of Winchester Cultural Network Group and Winchester Creative Industries Peer Group.

# Examples of My Work

 Shop Topics Win Green Pages Awards ... Q Join

@thegreenparent · December 11, 2024 · 5 minutes read


## Respectful Parenting Lights Up My World!

How compassion rather than control can radically alter your relationship with your child. Winner of a Highly Commended Prize in our 2024 Writing Competition

Tags: #writing competition, #respectful parenting, #motherhood

Join

<https://thegreenparent.co.uk/respectful-parenting-lights-up-my-world/>




When **Filiz Taylan Yusak** became a mother 6 years ago, she started to read about parenting and changed my life and routines completely to fit around her child's needs

[Article Link](https://thegreenparent.co.uk/respectful-parenting-lights-up-my-world/)

### ABOUT

COMBINE MY PASSION & CREATIVITY



Hi, I'm Leyla,

Hi, I'm Leyla, an innovative graphic and UX designer! I create user-focused designs for websites, magazines/books, and apps. I transform abstract ideas into stunning visuals that resonate with people. My services also include brand identity, logo creation, and product design. Figma and Adobe Creative Suite are my favourite tools. Design fascinates me because it makes a positive impact on everyone's life. I love to use my creativity and curiosity to effectively solve my clients' problems.

I have lived in more than five countries and speak three languages fluently. I spent a decade as a mixologist and barista. As a diver, I am inspired by the underwater world. All these different life experiences nurtured me to be the skilled designer that I am today. As a result, I am open-minded, adaptable, and respectful to different cultures.

Why work with me?

- I'm a visual storyteller driven by curiosity, creativity, and connection.
- I am an excellent listener who truly empathizes with you.
- I think outside the box, my solutions are both authentic and innovative.
- I thrive on tackling challenges and persistence.
- I can see beyond the surface and craft personalized designs.

Great designs begin with great conversations. Let's discuss how I can help transform your brand and ideas into something unforgettable. Book a FREE coffee chat with me today!

[Website Content Link](#)

# Clients

Mostly female,  
well-educated,  
creative freelancers,  
in their 40s,  
based in the UK or other European  
countries



LEYLA  
DUCY

KJM



# Testimonials



**Emel Cetin** · 1st

No time for yourself? I help overworked leaders reclaim 7+ hours a week for growth & family| ICF Certified Coach  
| HSP Specialist | Work-life balance & career clarity | DM me to start your transformation 📩

February 5, 2025, Emel was Filiz's client

Working with Filiz was transformative. Filiz's deep industry knowledge, creative marketing expertise, and ability to stay ahead of the latest trends made all the difference in helping me gain clarity to refine my brand and craft my core business message that truly resonates with me. Thanks to Filiz's guidance, I now communicate my mission with confidence and impact. Highly recommend her brilliance!

# Testimonials



**Leyla Ducey** · 1st

Graphic & UX/UI Designer 🐟 Underwater Explorer 🐟 Transforming brands through outside-the-box creativity and design

January 10, 2025, Leyla was Filiz's client

👁 All LinkedIn members

On



"Filiz has completed a detailed audit and a complete makeover of my LinkedIn profile, and she also crafted the About page on my website. She is not only a talented writer but also incredibly well-informed about social media marketing. Her work has brought about an absolute transformation, and I couldn't be happier with the results.

From start to finish, Filiz was thorough, insightful, and full of creative ideas. She took the time to truly understand my background and vision, ensuring everything reflected my personality and professional goals. Thanks to her, I can now express my skills and experience in a way that feels both authentic and impactful.

Filiz has a gift for turning complex information into clear, engaging content, and her enthusiasm makes the entire process enjoyable. She is a star, and I would wholeheartedly recommend her to anyone looking for content creation or social media marketing support!"

# Testimonials



**Basak Yavuz** · 1st

Jazz & Contemporary Music - PhD

September 11, 2024, Basak was Filiz's client

 All LinkedIn members

On 



Filiz Taylan Yuzak has been instrumental in shaping my social media presence. With my focus on a diverse range of contemporary jazz, her strategic approach and creative ideas, tailored to my artistic vision, have significantly increased engagement and visibility. Her in-depth knowledge of various music genres, especially jazz, has brought a fresh, positive energy to my platforms. I'm impressed with the results and highly recommend her for social media management!



**Karen Mayor** · 1st

Design Manager

January 11, 2025, Karen was Filiz's client

 All LinkedIn members

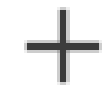
On 

I can recommend Filiz as a creative sounding board, content creator and editor. She has been very helpful creating and writing content for my knitwear design and production LinkedIn posts. Thank you!

# Testimonials

## Recommendations

Show all pending



Received

Given



**Diana Monroy-García** · 1st

Media Asset Expert | Music & Audiovisual

March 13, 2025, Diana was Filiz's client

Can't recommend enough to get a consultation with Filiz for your content management. Even better, bring her onboard! Thank you so much Filiz not only for your time and disposition, but also for your knowledge and \*realistic\* insight. I got a really down to earth conversation and actionable advice. I am happy to have somebody to turn to with my questions. 5★ book your appointment now!



# Packages

Diverse packages available for:

1– Content creation for social media / website / blog / email newsletters

2– Account management and audience engagement on LinkedIn / Facebook / Instagram

\* Personalised content calendar, bespoke graphics, and basic analytics report are my FREE gifts to my clients.

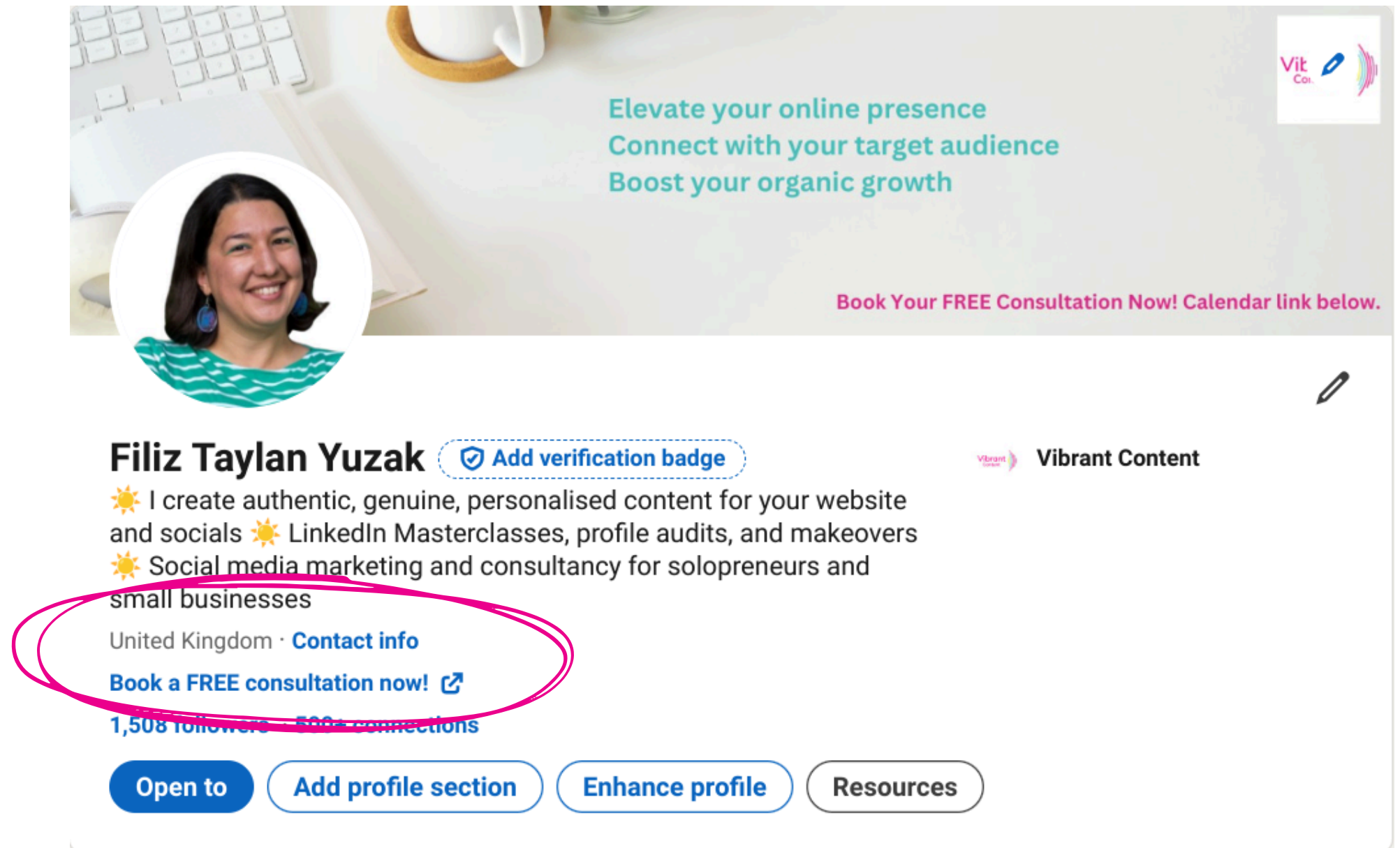
# Let's Chat!

I can get you more clients by:  
elevating your online presence,  
increasing your brand  
awareness, connecting you with  
your target audience, and  
boosting your user engagement.

Book a FREE

30 minutes consultation!

[hello@vibrantcontent.co.uk](mailto:hello@vibrantcontent.co.uk)



**Elevate your online presence**  
**Connect with your target audience**  
**Boost your organic growth**

Book Your FREE Consultation Now! Calendar link below.

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🌟 I create authentic, genuine, personalised content for your website and socials 🌟 LinkedIn Masterclasses, profile audits, and makeovers  
🌟 Social media marketing and consultancy for solopreneurs and small businesses

United Kingdom · [Contact info](#)

[Book a FREE consultation now!](#)

1,508 followers · 500+ connections

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

# Let's Connect!

Follow me on LinkedIn!

Follow my LinkedIn company page!

Find me on socials:

Facebook: @vibrantcontent

Instagram: @vibrantcontentuk

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