CONTACT

PORTFOLIO
View portfolio

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LINKEDIN
linkedin.com/in/metehankanbur

LOCATION
Istanbul, Türkiye
Open to remote

SKILLS

Motion & post
After Effects (ExtendScript automation), Premiere Pro, Final Cut Pro, Photoshop, Illustrator

Generative AI
Higgsfield (Seedance, Kling, Veo), Runway, Midjourney, ElevenLabs; AI video, image and voice, prompt craft, automated variation pipelines

Ad platforms
Meta, TikTok, Google App Campaigns, AppLovin

Creative analytics
Sensor Tower, Mobile Action and similar tools; CTR, CPI, hook rate; competitor and trend analysis

Leadership
Creative direction, team management, creative testing strategy, UGC-style ads, ad localization, Jira workflows

EDUCATION

Yıldız Technical University
Visual Communication Design, Faculty of Art and Design
GPA 3.50 / 4.00

LANGUAGES

Turkish
Native

English
Professional working proficiency

Metehan Kanbur

Sr. Marketing Artist & Creative Team Lead

Mobile Video Ads & AI Production

> Senior Marketing Artist and Creative Team Lead with **10+ years** in motion design and performance-driven video ads for mobile apps, including apps that reached the **App Store Top 10**. Leads creative teams from brief to final delivery, turns performance data into new concepts, and has moved ad production to AI-driven workflows to produce, test and localize high volumes of ad variations.

EXPERIENCE

Creative Team Lead / Sr. Marketing Artist — Mar 2024 – Present
Lyrebird Studio, Istanbul

- Lead a team of **9** (7 motion designers, 2 AI content creators) producing performance-focused video ads for mobile apps, from brief to final delivery.
- Produced ad creatives for apps that reached the **App Store Top 10**, several holding there for extended periods.
- Analyze top-performing ads with performance marketing and UA teams (CTR, CPI, hook rate), using tools such as Sensor Tower and Mobile Action, and turn findings into new concepts and test variations.
- Rebuilt production around generative AI (Higgsfield with Seedance, Kling and Veo; Runway; Midjourney; ElevenLabs): UGC-style ads, AI voiceover and rapid variation testing across Meta, TikTok, Google and AppLovin.
- Built an automated localization pipeline (ElevenLabs voiceover and timestamps driving After Effects subtitle scripts), adapting each ad into **~40 languages**.

Senior Motion Designer / Marketing Artist — Jan 2023 – Feb 2024
Lyrebird Studio, Istanbul

- Produced performance-focused video ads and app store creatives, creating new versions of top-performing ads for A/B testing on paid social.

Motion Designer Lead — May 2021 – Jan 2023
Teknasyon, Istanbul

- Led a **10-person** motion team producing ads for partner apps on the B2B side; set creative direction, reviewed output and mentored designers.

Senior Motion Designer / Marketing Artist — Sep 2018 – May 2021
Teknasyon, Istanbul

- Produced performance-driven creatives and video ads for **20+ apps**, iterating on results from the performance marketing team; several apps reached the **App Store Top 10** and held there for extended periods.

Mid-Level Motion Designer — Mar 2016 – Sep 2018
Promoqube, Istanbul

- Content and post-production for major brands in Türkiye, across TV and digital.

Freelance Motion Designer — 2013 – 2016
FlexUP

- Delivered motion graphics and video projects for a range of clients.