

# Selcen LAYIK

## Creative Content Manager | Motion Designer

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## Professional Summary

Creative and impact-driven Motion Designer with 4+ years of experience in scaling B2B SaaS brands through high-performing video content. I began at Intenseye in Data Ops, where I learned SQL and basic model training before becoming the first creative hire. I launched and led the POC video process using real customer footage, helping drive deal success especially for Google, Amazon, Coca Cola, Philip Morris International, etc.

As the 8th employee and Series A & B contributor, I worked closely with the CEO to shape the company's product narrative and creative strategy. I've led the creative team across cross-functional projects — from customer videos to marketing campaigns — and use AI tools to generate video scripts, voiceovers, visuals, and videos for scalable content production.

## Professional Experience

### **Intenseye — Creative Content Manager** | Apr 2021–Present

*(Joined as first creative hire; built motion design/video from the ground up)*

- Increased deal close rate by 161% (2024) by launching a POC video program using real prospect footage.
- Supported \$110M+ pipeline with targeted enterprise campaigns in partnership with U.S. GTM.
- Played a key role in securing Intenseye's first US GTM logos, winning customers such as Amazon, Google, Coca-Cola, Heineken, Kraft Heinz, Pirelli, Toyota, and more.
- Owned and led over 100+ product & marketing videos for web, paid, lifecycle, event campaigns and investor materials.
- Design new content management system to align internal stakeholders, led cross-functional creative for launches, explainers, AI-powered demos, and customer stories; aligned outputs to personas and funnel stages.
- Built a centralized creative library and reusable templates to speed production and ensure brand consistency.
- Created a modular demo environment adopted by Sales/CS for storytelling and enablement.

- Partnered with the CEO on Series A & B visuals and narrative, shaping investor communications. Played a key role in raising \$93M USD over the past 5 years through content and visual storytelling.
- Drove event creative and on-site coordination to keep physical/digital touchpoints on-brand.

## **Intenseye — Data Operations Lead | Jun 2020–Apr 2021**

- Hired to found a Data Labeling team as employee #8. Hired and led a 14-person AI data operations team, improving model accuracy and annotation quality.
- Partnered with engineering and product leaders to develop internal labeling tools and the core dataset underpinning model performance.
- Led SQL base reporting initiatives and basic model-training workflows to monitor data quality and surface insights.

## **Key Competencies**

### **Motion & Visual Design**

- Motion Design & Video Editing (Adobe After Effects, Premiere Pro, Sora)
- Graphic Design & Visual Development (Photoshop, Illustrator, Figma)
- Self-taught proficiency in Adobe Creative Suite and video production workflows
- Brand consistency and storytelling across formats
- AI tools for scriptwriting, voiceovers, visuals, and video creation (ChatGPT, Sora, Runway, Synthesia, Visual Electric, ElevenLabs, Midjourney)
- Strong understanding of composition, color theory, typography, and visual/style trends

### **Creative Strategy & Enablement**

- Campaign videos and brand awareness animations
- Sales enablement content: product demos, POC videos, testimonial stories
- Data-driven content strategy and video performance optimization

### **Creative Systems & Asset Management**

- Built and maintained Intenseye's centralized creative content library for fast, scalable, and consistent asset use
- Developed reusable templates and modular workflows for high-volume content production

### **Technical & Cross-Functional Collaboration**

- SQL & Python (basic model training, annotation audits, data insights)
- Project and workflow management (Slack, Notion, Jira)

- Close collaboration with Product, Engineering, Sales, CS, and Executive teams

## Education & Certifications

- Boğaziçi University – Bachelor of Arts (BA), Tourism Administration
- Academy of Arts and Design London – Visual Design
- USF Corporate Training – Diversity, Equity, and Inclusion in the Workplace