

SEREF ISLER

JOURNALIST | PRODUCER | EDITOR



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Residence: Singapore
Citizenships: British, Turkish



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CAREER SUMMARY

Seasoned media professional with over two decades of experience of producing and delivering timely international news coverage at renowned organisations including BBC and CNBC; specialising in editorial leadership, broadcast production, and strategic news coverage planning. Experienced in managing diverse teams and producing high-impact news across television, digital, and social media platforms, with expertise in gallery operations, on-location broadcasts, video editing and decision-making in a fast-paced environment.

SKILLS

Editorial leadership and team management
Interpersonal and employee engagement
Strategic thinking
Audio and video editing
Hostile environment and field production
Drone operation
CMS operation for social media and digital
Languages: English, Turkish, German
News software: ENPS, iNews, OpenMedia
Editing software: Adobe, Quantel
Problem solving

EDUCATION

Master of Media Arts and Production
University of Technology Sydney - Australia
2010-2012

Bachelor of Fine Arts
Ryerson University - Canada
2002-2006

Highschool Diploma
Bilkent University Prep School - Turkey
1998-2002

EXPERIENCE

Deputy Editor

Channel News Asia (CNA) | Singapore | 2023 - Present

- Successfully helped lead the international news coverage; taking the initiative to bring more analysts and commission interviews to design more comprehensive news coverage
- Expanded the scope of TV coverage by strategically planning for more international on-air talent at a time when the channel expanded into the European and North American markets
- Managed a team of 10 producers to plan and execute compelling content for CNA's viewership of 7.1 million (3.1 million on television and 5.1 million on digital)
- Produced packages for the the television, digital and social media platforms
- Used Adobe Premiere to edit videos for social media and television, in line with their specific needs
- Worked on cross-media platform projects for the website, social media and TV
- As the lead producer for international television bulletins, made quick and accurate decisions under pressure in the newsroom and in the gallery to provide a seamless product for audiences
- Re-designed the night bulletin "World Tonight" and contributed to the launch of the evening bulletin "East Asia Tonight" which reached 1 million viewers in Singapore and 4.7 million in the region
- Utilised AI tools to research and source for reports and news leads on social media

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ACTIVITIES

Completed a 100-kilometre ultramarathon, showcasing mental endurance

Advanced-level scuba diver adept at decision-making under pressure

Dedicated supporter of homeless animal charities, with two rescued dogs of my own

Volunteer advisor for a Model United Nations student press club

Volunteer computer skills teacher at a program for disadvantaged high schools

AWARDS

HEFAT hostile environment certified
SSI advanced-level scuba diver
NBC GEM award recipient
ECIS International Understanding Award recipient

Output Producer

CNBC | Singapore | 2019 - 2023

- Attracted a broader Asian and Middle Eastern audience by creating easier-to-understand business segments in the 3-hour TV bulletins I led; as well as accommodating traditional financial news for investors
- Championed cross-platform video projects, and posted on the CNBC International X account, engaging 171,000 followers
- Planned daily coverage, suggested guest ideas, edited scripts and commissioned reporter hits to reach CNBC's audience of 15.9 million in Asia Pacific (across television, digital and social)
- Managed a group of 7 producers and trained staff up for a promotion
- Organised various on-location broadcasts editorially and technically

Senior Journalist

BBC World News | London (UK) | 2015 - 2019

- Regularly line produced all scheduled programs under time pressure and covered every major story for BBC World News, including contributing to story, production, and guest ideas
- Served as a producer for off-the-record talks with Saudi officials and as a hostile environment producer during the Turkey coup and Indonesia tsunami
- Planned and executed comprehensive coverage of the June 2015 Turkish elections, 2016 US election coverage and various EU summits on-location in Brussels
- Led production teams on BBC World News and proof-read their stories and pitches before these aired on a channel that reaches 300 million households in more than 200 countries
- Contributed to the development of artificial reality graphics and enhanced on-screen text to improve storytelling
- Produced video packages for television and used editing software to converted these for use on the website and social media in order to increase audience reach

Journalist

BBC World Service | London (UK) | 2012 - 2015

- Served as a lead journalist during the coverage of the Gezi protests in Turkey in 2013
- Managed BBC Turkish social media accounts, reaching an audience of 4.3 million with regular and breaking news.
- Reported on various BBC radio and television programs, collectively reaching 318 million people
- Researched, wrote, edited and adapted packages for language television bulletins, extending BBC News content to 60 million viewers in 17 languages
- Helped streamline gallery operations, reducing operational expenses by 50%

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Casual Producer

SBS Australia | Sydney (Australia) | 2011 - 2012

- Conducted numerous telephone and in-person interviews for Turkish radio broadcasts, reaching 1,000 listeners daily
- Wrote and presented World News Australia Radio web-bulletins in English
- Produced and presented in studio, as well as on location in Canberra, Alice Springs and Melbourne
- Launched the SBS Turkish Facebook page, growing its follower base to 5,000

Deputy Supervisor

TRT English | Ankara (Turkey) | 2006 - 2010

- Successfully managed a team of 14 people
- Produced and presented English-language radio bulletins broadcast nationally and internationally
- Designed and launched news bulletins shown on 10 thousand Turkish Airlines flights in 184 countries