

Marketing Strategist / Lifelong Learner / Entrepreneur

*Strategic Planning and Implementation / Competitive Analysis / Brand Building and Positioning / B2B, B2C, B2B2C /
Consumer Insight / Data Analysis and Interpretation / Data-driven Marketing / Big Data Management / Marketing Analytics*

Solutions-focused and accomplished professional with 20+ years of continuous success and innovation in marketing, client relation management, business development, and advertising. Strong business acumen and capability to adapt in fast-paced environments by building relationships, thinking outside the box, and demonstrating flexibility and an entrepreneurial spirit.

Experienced in developing and positioning major brands and building businesses in broad range of consumer industries. Adept at fostering a corporate culture to prioritize coaching, mentorship, and internal growth to enable employee retention. Skilled in analyzing management problems and devising continuous process improvements to increase efficiency with minimal resources.

Solid understanding of Data Science concepts and tools, as well as proficient in data processing, manipulation, querying, visualization, and interpretation.

Areas of Expertise:

- Data-Driven Marketing and Business Analytics
- Integrated Marketing and Inbound Marketing
- New Business Development and Management
- Marketing and Communications Consultancy
- Machine Learning for Marketing Analytics
- Digital and Social Media Marketing
- Advertising and Corporate Communications
- P&L Accountability and Budget Management
- Data Science (SQL, R, Python)
- Cross-functional Team Building and Leadership

Professional Experience

Shift Communications, Istanbul, Baku, Almaty

Founder and President (September 2005 to February 2020)

Successfully planned, founded, and led the marketing agency from scratch with operations in seven countries, including Turkey, Moldova, Georgia, Azerbaijan, Kazakhstan, Uzbekistan, and Ukraine.

Led all aspects of project management to drive high value projects from initial assessment to final implantation. Evaluated and secured emerging business opportunities with a view to positioning the company's marketing resources and growth capability accordingly. Designed and executed brand strategies into digital and social media through influencers and content. Collaborated with cross-functional teams to manage political elections campaigns. Developed and strengthened professional working relationships with internal and external stakeholders.

Selected Contributions:

- Headed communication projects in 16 countries and administered a highly skilled team of 44 from various nationalities.
- Delivered strategic direction and leadership for the company and established two affiliates in Azerbaijan and Kazakhstan.
- Proactively served 120 brands in diverse industries as well as built employer brands and employee engagement roadmaps.
- Proved instrumental in directing both trade and shopper marketing activities to convey brands to the "Moment of Truth".

Major Clients:

- **FMCG** - Efes Pilsen, Fosters, Knorr, Henkel (KZ), Lezita, Peyman, Vinkara Wines, Blendamed (P&G AZ), and Coca Cola.
- **Telecommunications** - TeliaSonera, Turkcell, GeoCell, AzerCell, MoldCell, K'Cell, U'Cell, and Vodafone.
- **Financial Services and FinTech** - Multinet-Up, iPara, MoneyGram, Koru Insurance, kredix.net, 3Seas Capital Partners, IMAP
- **Place and Destination** - Municipality of Canik, Samsun, Municipality of Gaziosmanpaşa, Istanbul, DIKA (Tigris Development Agency), Renaissance Hotels (Istanbul, Bosphorus, and Erzurum Ski Resort), Radisson Blu, and Wildpark Amusement Park,
- **NPO's** - Fethiye Chamber of Commerce, Mihriban Aliyeva Foundation (Women's Empowerment in Azerbaijan), UNICEF (AZ), and TOKI (Housing Administration Association).
- **Consumer Electronics** - BenQ, Siemens Mobile, Nokia, Sony PlayStation, Alcatel OneTouch, and Vestel (KZ).

...continued...

Grey Worldwide, Istanbul

Client Relations Director (January 2004 to June 2005)

Prioritized and managed opportunities to enhance client relationships and accelerate decision-making process to improve business revenue. Achieved client relationship targets and met client requirements by liaising with both internal and external departments. Conducted comprehensive business reviews to ensure client satisfaction with products and services. Mentored and nurtured young professionals into the advertising industry by providing multiple training sessions and sharing up-to-date industry knowledge.

Selected Contributions:

- Achieved significant improvement of 60% in client revenue on an annual basis by developing strategic and tactical plans.
- Ensured high standards of client service by working in close collaboration with creative and account management teams.

Major Clients:

- Sisley, Nokia, Ferroli, Citroën, Linens, Total Oil, Benetton, Zorlu Holding, TAJ (Turkish Association of Jewelers), and Akşam Media Group (Akşam, Alem, Alem FM, Tercüman)

McCann Erickson, Istanbul

Strategic Planning Manager (June 2000 to January 2004)

Selected Contributions:

- Founded and managed the Strategic Planning Department at Link/McCann-Erickson.
- Climbed to management position from Junior Account Executive position in less than a year.
- Led the New Business Team to win new clients.
- Executed the qualitative market research program; McCann Pulse.

Major Clients:

- Total Oil, Ülker (Çikolatalı Gofret, Albeni, Link, Chewydent), Gillette, Braun, Oral-B, Singapore Airlines, Cathay Pacific, Lufthansa, Beta Tea, JTI (Camel, Salem), Siemens Mobile, Opel, Saab, MAN

Education

Master of Science in Big Data Analytics • MEF University Graduate School of Science and Engineering, Istanbul

BA in Francophone Department of Political and Administrative Sciences • Marmara University, Istanbul

Tarsus American College, Tarsus

Data Science for Executives (Online Professional Certificate Program) • ColumbiaX (Columbia University / EDx)

Technical Skills

R, Python, SQL, PostgreSQL, NoSQL, Big Data Management Tools (Hadoop, MapReduce, Hive, Scoop, PIG), Google Analytics Tools, Google Data Studio, Adobe Analytics, QlikView, Tableau, MS Azure Machine Learning Studio, MS Office, IBM Watson Studio

Language Proficiencies

Turkish (Native), English (Full Proficiency), French (Working Proficiency)

Publications

Agricultural Revolution in Marketing Communications, Economist, 2012

Increasing Brand Equity from Due Diligence to Exit, Business Week, 2013

Post Advertising Age, <http://post-ad-age.blogspot.com.tr/>.

Guidelines for Financial Communication, International Investors Association Summit, 2013