

## FCIM / 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*

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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.

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. Fellow of the Chartered Institute of Marketing.

### 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

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Shift Communications, Istanbul, Baku, Almaty

**Founder and President** (September 2005 to July 2021)

*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 implementation. 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 marketing and 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 and geographies.
- Proved instrumental in directing both trade and shopper marketing activities to convey brands to the "Moment of Truth".
- Acted as interim CMO and provided consultancy to start-ups on investor relations and go-to-market strategies.

### **Major Clients:**

- **FMCG** - Efes Pilsen, Fosters, Knorr, Henkel (KZ), Lezita, Peyman, Vinkara Wines, Blendamed (P&G AZ), Coca Cola
- **Telecommunications** - TeliaSonera, Turkcell, GeoCell, AzerCell, MoldCell, K'Cell, U'Cell, Vodafone
- **Financial Services and FinTech** - Multinet-Up, Inventiv, Ininal, MoneyGram, kredix.net, 3Seas Capital Partners, IMAP
- **Start-ups** – iPara, OmmaWorks (OmmaSign), Gönder-AI, DeepSport
- **NPO's** - Fethiye Chamber of Commerce, Mihriban Aliyeva Foundation (Women's Empowerment in Azerbaijan), UNICEF (AZ), TOKI (Housing Administration Association)
- **Consumer Electronics** - BenQ, Siemens Mobile, Nokia, Sony PlayStation, Alcatel OneTouch, Vestel

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Grey Worldwide, Istanbul

**Group Account Director** (January 2004 to June 2005)

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

**Selected Contributions:**

- Achieved significant improvement 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

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**Master of Science in Big Data Analytics** • MEF University Graduate School of Science and Engineering, Istanbul (GPA 4.0)

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

**Tarsus American College**, Tarsus

## Achievements & Certifications

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**Fellow (FCIM)**, The Chartered Institute of Marketing

**Data Science for Executives**, ColumbiaX (Columbia University / EDx)

**Data Science for Business**, DataCamp

**Machine Learning for Marketing Analytics**, DataCamp

**Advanced Google Analytics**, Google Analytics Academy

**Hubspot Software, Hubspot Inbound Marketing**, HubSpot Academy

**Psychology of Popularity**, The University of North Carolina at Chapel Hill / Coursera

## Technical Skills

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R, Python, SQL, PostgreSQL, Google Analytics Tools, Google Data Studio, Adobe Analytics, QlikView, HubSpot, Tableau, MS Azure Machine Learning Studio, MS Office, IBM Watson Studio

## Language Proficiencies

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