

SINEM CELENK

MBA | Marketing Professional

Vancouver, BC Canada

HELLO

Enthusiastic to understand changing world, global trends, consumer behaviors, and leveraging with strategic thinking. Skilled in Project Management, Communication, and Leadership. Manages every step of a marketing project from initiation to closure. Enjoys conducting market research and finding new market opportunities. Expert in external and internal communication management. Possesses broad creative experience with multiple brands such as L'Oréal Paris, Enterprise, Kotex, Kleenex, Huggies.

CONTACT

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LinkedIn: [Sinem Celenk](https://www.linkedin.com/in/SinemCelenk)

VOLUNTEERING AFFILIATED ASSOCIATIONS & FOUNDATIONS

Vancouver General Hospital Information Desk Volunteer (VGH) - June 2019 - June 2020

Vancouver International Jazz Festival Environment Team - July 2017

Vancouver Opera Festival Box Office & Information Desk - May 2017

Koruncuk (Turkish Foundation for Children in Need of Protection)

TOHUM Autism Foundation Turkey

References available upon request.

EXPERIENCE

Sparktank Franchise Marketing Vancouver

Marketing Project Manager / June 2021 - Current

Managing digital local and franchise recruitment campaigns. Coordinating the work distribution. Working together with clients to reach the best results.

Teskilat ICOM Advertising Agency Istanbul

Marketing Specialist / May 2018 - Oct 2018

Managed digital and conventional advertising campaigns for global car rental company. Organized workflow to meet team goals and deadlines. Managed team and client meetings, campaign, and event budgets.

A.N.D.B.R.A.N.D Advertising Agency / Istanbul

Marketing Specialist / Nov 2017 - May 2018

Managed advertising campaigns for banking industry (Halkbank), gas, and technology companies. Organized internal and external meetings, managed budgets, analyzed data.

Essance Istanbul Communication Consultancy

PR Specialist / Feb 2015 - Nov 2016

Strategy development for corporate communications and PR Campaigns for FMCG and local brands. Organized launch parties, conferences and concept events for press and influencers.

EDUCATION

University Canada West / Master of Business Administration (MBA) (2020 – 2021)

Istanbul University / Bachelor's degree of Public Relations and Advertising 3.15/4 (2010 – 2014)

ISS Language and Career College of BC / Professional Communication and Marketing Diploma Program with CO-OP (2019 – 2020)

ISS Language and Career College of BC / Business Diploma Program (May 2017 – July 2017)

EXPERTISE

Marketing
Event, Organization Planning
PR & Advertising
Customer Relationship Management
Preparation and Implementation
Research

Project Management
Budget Planning
Sales
Digital Communication
Crisis Communication
Data analysis