

EXPERIENCE

COUNSELOR | Management of Communications, Relations, Projects and Communities
@SOCIAL & BUSINESS INITIATIVES, SOCIAL WORK and TRAINING PROGRAMS

SOCIOLOGIST, COMMUNICATION SPECIALIST, FAMILY COUNSELOR, BODYWORK PRACTITIONER

- Consulting on initiatives, individuals, and brands regarding products and services related to marcomm strategy and digital productions to establish a refreshed communication and user journey. (cybersecurity, technology, social work | wellbeing coaches, instructors, practitioners, studios)
- Management and coordination of social initiatives and business startups, as a practitioner, counselor, and trainer in community projects.
- Organizing bodywork & well-being training/events for continuous communication of communities.
- Participating in a team to analyze changing FMSC consumption habits during Covid-19 using AI techniques.
- Utilizing family counseling techniques as a cognitive support system for individuals and social groups, assisting communities in establishing new norms and practices, and mediating social conflicts to transform the social structure for harmonious and sustainable living that serves society.
- Applying wellbeing techniques based on body awareness to facilitate holistic healing as an internationally certified wellbeing practitioner and family counselor. Integrating trauma-releasing approach into body therapies and cognitive methods of the family system approach to support individuals and groups.
- Supporting vulnerable groups (women and girls, refugees, neurodivergent persons) as a multi-discipliner (sociologist, communication specialist, family counselor, body therapist) counselor.

CERTIFICATIONS

- FAMILY COUNSELOR**
YÖK* Approved Certified
Professional Development Training Program
*(*the council of higher education)*
MARMARA UNIVERSITY
Continuing Education Center (MÜSEM)
 06-09.2023
 Remote & face-to-face live classes.
- WELLBEING PRACTITIONER**
Internationally Certified Body Therapy Program
BODYWORK PLATFORM (BeÇaP)
Wellbeing Initiative of Bodyworkers
 Derived from diverse professionals to be trained through body awareness, trauma and resilience.
 2014 - 2015
 İstanbul, Turkey

COMMUNICATION & WELL-BEING Turkey & Europe Present - 2014	<ul style="list-style-type: none"> INDEPENDENT COUNSELOR Providing services as a freelancer for individuals, business initiatives and social work in communications. Individual & group sessions in Turkey and abroad while traveling and living in communities as bodywork practitioner and family counselor.
SOCIAL WORK Hatay, Turkey 2024 - 2023	<ul style="list-style-type: none"> ASSISTANT TRAINER, COMMUNICATION & COMMUNITY COORDINATOR Bodywork Training in Earthquake Region for Local Community Volunteering Initiative of the Wellbeing Community (BeÇaP)
EDUCATION Remote & face-to-face 2023	<ul style="list-style-type: none"> FAMILY COUNSELING TRAINING Marmara Üniversitesi Sürekli Eğitim Merkezi (MÜSEM) System approach to support wellbeing of individuals and social groups
MARCOMM İstanbul, Turkey 2023	COMMUNICATIONS & WELLBEING <ul style="list-style-type: none"> ADVISOR & COORDINATOR Communication Project: Wellbeing Community & Training Initiative of the Wellbeing Center (NarAvlu) CUSTOMER RELATIONSHIP & PROJECT MANAGER Communication Project: Wellbeing Growth of the Wellbeing Start-up (Uyku Meleği) ADVISOR & COORDINATOR Communication Project: User Journey Analysis & Renewal Growth of the Cybersecurity Start-up (Security for Everyone) SOCIOLOGIST Marketing Research Project: Consumer Habits during Pandemic Online User Data Labeling for improving AI (Streetbees)
MARCOMM Remote, Turkey 2023	
MARCOMM Remote, Turkey 2022	
RESEARCH Remote, Turkey 2022	
SOCIAL WORK Turkey 2019 - 2021	<ul style="list-style-type: none"> VOLUNTEER & VISITOR Volunteering: Ecological Living & Community Experiences Visiting WWOOF farms, ecological spaces and living with communities
MARCOMM İstanbul, Turkey 2018 - 2017	<ul style="list-style-type: none"> ADVISOR & COORDINATOR Communication Project: Wellbeing & Training Growth and Renovation of the Yoga Studio (Nefes Yoga)
EDUCATION São Miguel, Azores 2017 - 2016	<ul style="list-style-type: none"> MD STUDENT in FACULTY of ARTS & SCIENCE Cultural Exchange: Erasmus+ at Universidade Dos Açores Having Supervision for Master Thesis and Visiting Ecological Spaces TRAINEE (2014-15), ASSISTANT TRAINER (2015-16) Training & Assisting: Wellbeing Practices Practices of Body Therapies and Bodywork Techniques
EDUCATION İstanbul, Turkey 2016 - 2014	
SOCIAL WORK Gent, Belgium 2014	<ul style="list-style-type: none"> VOLUNTEER PARTICIPANT Volunteer Exchange Project: EU Grundtvig Lifelong Learning Programme Ecological Learning for Permaculture Practices (Back to Rural)

ADVERTISING & MARKETING COMMUNICATIONS

2014 - 2006

EXPERIENCE

KOÇ HOLDING CORPORATE GROUP COMPANIES | Management of Business, Brands, Projects, Teams

- Management of Advertising & Marketing Communications in collaboration with all teams across various mediums.
- Reconstruction of internal and external workflows. Documentation for the collective memory of the business ecosystem.
- Analysis of communication & sales reports to optimize strategies and executions.
- Implementation of innovative digital strategies (sustainable rich content, gamification, storytelling, digital PR) across all related mediums in partnership with local & global cross-functional teams.
- Forecasting of KPIs, ROI, and budgeting in alignment with group company and brand strategies.
- Development and execution of integrated large-scale business plans, budget management, and reporting.
- Establishment of online presence (SEO & SEM, owned, shared, earned, paid content) through effective media planning.

NETWORK AGENCIES & RESEARCH COMPANIES | Management of Accounts, Clients, Projects, Teams

- Management of client and business associate relations and workflows.
- Creating integrated business plans in collaboration with agency and brand teams, focusing on execution, budgeting, and reporting. Forecasting KPIs and ROI based on brand strategies.
- Managing communication campaigns that integrate social media, online, and offline PR.
- Leading creative, social media, software, and production teams to implement brand strategies.
- Overseeing budget management and optimization for advertising & communication campaigns, and media plans.
- Directing digital, social media, mobile, direct marketing, and influencer-integrated marcom campaigns both locally and internationally (EMEA & META).
- Coordinating 360-degree ATL and BTL localization workflows with international headquarters and cross-functional teams (EMEA).
- Positioning social content as the primary driver of Digital PR and Events to foster authentic user interaction and sustainable communication. Integrating digital PR into a 360-degree communication strategy to support sponsorships.
- Leading and conducting marketing research campaigns for brands through focus groups and one-on-one meetings to enhance customer satisfaction in sales and after-sales.

ACHIEVEMENTS

- Empowering the Digital Communications Department by developing a skilled digital team in collaboration with all group company departments, to implement a comprehensive and innovative digital communication strategy within the group company's primary marketing and advertising practices to enhance ROI.
- Establishing and renewing all social media accounts for group company brands to integrate these platforms into a cohesive 360-degree communication approach fostering continuous interaction with online communities, digitalizing KPIs for a creative yet measurable strategy, and raising product awareness to boost sales.
- Creating Turkey's first branded campaigns/content on social media platforms - Facebook Gamification of processors for product awareness (local campaign) | IT Manager Facebook Game (global adaptation) | Viral Video Series on YouTube for increased content volume to enhance brand and product awareness.
- Launching the first integrated event communication (One Love Festival) both online and offline for the brand's digital PR communication.
- Building and managing the brand's first e-WOMM Platform (denedimbiliyorum.com) to digitize direct marketing communications through consumer experiences.
- Developing first Google SEO and SEM strategies, creating local and adapting global search keyword infrastructures for the main brand, sub-brands, products, and services aligned with search trends and customer needs to implement search-based content into the established and renewed brand and corporate websites. Integrating/localizing global IT software systems, Google SEO & SEM keyword infrastructures, and digital content into brand, sub-brand, and corporate websites in collaboration with international & local brand teams, agencies, and business associates.
- Creating an Embedded Online Software Module that compares Intel processors to meet the needs of potential customers, supporting their buying decision process on online retail websites in Turkey (Teknosa, Bimeks, Vatan Computer, hepsiburada.com), with localization for EMEA and META markets.
- Building the brand's first Web and Social Monitoring System encompassing all brand keywords (corporate, products, services) for the agency's Instant and Interactive Communication Management on social media, as well as Vodafone Corporate Communication Department's Agile Crisis Management through Instant, Daily, and Monthly Monitoring Reports to evaluate brand and corporate communication, enhance content volume, and position the brand online ahead of competitors.
- Incorporating rich media & video content across all brand and advertisement mediums with A/B optimization tests to influence buying decisions into the brand website to drive sales.
- Empowering the Marketing and Sales Teams of the brand through training in emerging digital advertising and marketing communications for effective brand-agency collaboration to achieve business objectives.

ASSOCIATES

Brands & Companies

Intel (+co-operations with HP, Sony, Dell, Casper, Exper), Samsung, Vodafone, Avea, Teknosa, Procter&Gamble, Mars, Kraft Heinz, Nestle, PepsiCo, Coca-Cola, Marks & Spencer, Renault, LCWaikiki, DiaSA, Ülker, THY, TEB, Doğuş Media Group.

Collaboration with Local & International Cross-functional teams

- McCann Intel Team - London (Headquarter)
- BlueHive Ford Team - London (WPP)
- Ogilvy & Mather Ad Agency - Turkey (WPP)
- C-Section Digital Agency - Turkey (WPP)
- Plamenta Conversation Agency - Turkey (WPP)
- Mindshare Media Agency - Turkey (WPP)
- Universal McCann Media Agency - Turkey
- Google Turkey
- Zer - Corporate Media Purchasing (Koç Group)

Collaboration with Brand & Agency Teams

brand & corporate communication, marketing, sales, PR, event, strategy, media planning, accounting, purchasing, IT, CRM, R&D, digital/social/mobile advertising & marketing agencies.

AWARDS

■ **Mixx Awards Turkey 2011**
Bronze Mixx: Ford Focus
 Branded Content Category
FORD TURKEY
 Digital Marketing Department

■ **Direct Marketing Awards 2010**
Blogger Award: Renault Fluence
 Blogger Content Category
PROXIMITY İSTANBUL / BBDO NA
 Direct Marketing Department