



## B. Soner ÖZDEMİR

Digital / Marketing Communication Professional

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## COMPETENCIES

- 15+ years of management experience (education, construction, real estate, automotive, and energy sectors)
- Skilled in marketing communications both B2B, B2C brands
- Digital marketing and social media management
- Third party management (advertising, creative, event, PR, production, social media agencies)
- Experienced in Media Buying, PR, Event Coordination, internal communication
- Content Marketing / Pazarlama Türkiye / [Current Article](#)
- Digital broadcaster / <https://bit.ly/thinktalks>

## EDUCATION

### **University of California Irvine-Extension, Irvine CA, US (2016 - 2017)**

International Business Operations & Management postgraduate program was completed as well as worked in a Broughton Hospitality Management Group company based on a digital project which creative manager was supported.

### **Galatasaray University, Istanbul, Turkey (2009 - 2010)**

Master's Degree in Communication Strategies and Public Relations

Coursework included communication strategies, such as advertising, marketing communication, media, and presentation techniques

### **Marmara University, Istanbul, Turkey (2000 – 2004)**

Bachelor's Degree in Communication – Mass Media

Coursework included public relations and advertising management, journalism, philosophy, mass media, production etc.

## EXPERIENCE

### **IAS – Canias Industrial Application Software – Global Marketing Manager 11/2023 – Previous**

I am responsible for all marketing, brand communication and digital advertising activities for IAS Türkiye and Global. (Türkiye, Germany, Swiss, Korea, UK, Dubai, USA) Promoting Canias ERP, MES, IoT, IoE, IoL, Big Data, Cloud and comprehensive digital transformation solutions. Managing global marketing team, determine global marketing needs and conduct all activities. Such as, digital campaigns, international fairs, press and customer events, marketing materials, promotions, digital broadcasts, success stories, social media, contents and creative works.

### **Univera Technology Solutions – Corporate Communication and Marketing Manager 2/2023 – 8/2023**

Coordinating marketing and corporate communications activities for Univera, Univis and Varuna brands. Managing social media and digital campaigns, agencies, offline marketing events.

### **Eksim Holding – Marketing Communication Manager 12/2020 – 1/2023**

Coordinating all marketing and communication processes, such as creative works, digital campaigns, social media accounts etc. for the brands below:

- **Sinangil Flour and Bakery Products** / %100 Gluten-Free products are launched. (Offline and online campaigns, packages, creative needs)
- **Aslı Börek (Patisserie chain)** / Strategic brand positioning and brand renewal project is completed
- **Dicle Electricity Retail** / Web site renewal project and local advertising campaigns are completed
- **Eksim Energy** (Wind power plants, hydropower plants, natural gas imports, electricity distribution)
- **Eksim Ventures** (Yolcu360 / online car rental) / Due Diligence is completed

### **Yeditepe University – Assis. Communication Manager / Head of Digital Marketing 3/2019 – 11/2020**

As a head of digital marketing, managed digital team and two campaign sessions completed successfully. As the results of digital campaigns, creative social media contents and SEO efforts, university reached **%90 in 2019 and %98 in 2020 fullness ratios**.

- Managing digital team (Digital marketing specialist, web master, social media specialists, content editor)
- Determining digital communication strategies and conducting digital campaigns, social media and content creation
- Managing third party relations (social media, digital marketing and SEO agencies)
- Preparing marketing budget for both digital operation and outdoor marketing

### **Bilkent Holding – Tepe Servis A.Ş. – Tepe Call Center – Marketing Manager 3/2018 – 3/2019**

Managing all marketing communication activities and third-party agencies for Tepe Servis Corporate Services and Tepe Call Center Company.

- Creative management for online and offline all visual needs
- Communication and event management (Press agency coordination, event process)
- Content management (social media, blog, web updates, press release etc.)
- Marketing campaign management (Budget implementation, e-mailing, Seo, Sem, remarketing reports)
- Brand perception and customer satisfaction research management
- Websites renewal projects for both brands

### **Global Investment Holding, Istanbul, Turkey Marketing Communication Manager 5/2014 – 3/2015**

Worked in Naturelgaz, which is a part of Global Investment Holding in the energy sector.

- Determined communication strategies (Corporate identity, events, PR activities, visual printed products, third parties such as advertising and digital marketing agencies, corporate social responsibility projects)
- Conducted marketing process (developing marketing plan, overseeing direct mailing, offline - online ads, social media, prospective customer projects, promotion materials, advertising channels, media buying)

### **Central Fleet Services, Central Rent a Car, Istanbul, Turkey Marketing Executive 7/2011 – 5/2014**

Supervising all franchise advertising process and corporate brand needs. As a result of marketing efforts Central achieved 23 offices from all over the Turkey and **%100 customer satisfaction**.

- Managed marketing and communication activities (e-mailing, promotions, Google Ads and social media campaigns, events)
- Conducted creative advertising agency for all communicational needs (managed creative process)

### **Soyak Holding Company, Istanbul, Turkey / Corporate Communication Specialist 3/2010 – 6/2011**

The leading real estate projects: **Soyak Mavişehir, Soyak Siesta, Soyak Park Apartments, Soyak SOHO** are launched.

- Conducted agencies (PR, event, social media)

### **Istanbul Arel University, Istanbul, Turkey / Marketing Communication Specialist 10/2008 – 2/2010**

- Promoted academic programs of university to the education professionals (More than 120 customers are visited)
- Represented University International Relations Office (Participated 2 International Fairs. Managed international office web site process)

### **ELT Exchange Student Services, Izmir, Turkey / Sales Representative 10/2006 – 11/2008**

- Determined educational needs of the students. More than 150 students are settled to appropriate international programs.

## **TRAINEE AND VOLUNTEER EXPERIENCE**

Acted as a volunteer in vaudevilles within the city hall actors' group (2003-2004)

Worked as a human resources trainee in Inter-Continental Hotel Istanbul (2004)

Worked as a trainee correspondent in NTVMSNBC media channel Istanbul (2003)

## **ACADEMIC PROJECTS**

“According to the Sector Professionals, Communication Faculty’s Graduates” Research Project - Galatasaray University 2010

“Changing Broadcasting Concept of Turkish Televisions” Research Thesis – Marmara University 2004

## **INTERESTS**

Acting, music (singing), gym, basketball, creative activities and design, travel, social media, basketball

## **PERSONAL INFORMATION**

### **MEMBERSHIPS**

Member of University California Irvine Culture Club

Member of Istanbul Galatasaray Graduates Assoc.

Marmara University Cinema Club

**COMPUTER SKILLS:** MS Office Adobe Illustrator, Photoshop

**LANGUAGE:** English (Fluent) Turkish (Native) German (Beginner)

**MARKETING SKILLS:** Google Ads, social media, creative communication

content marketing, design management, Google Analytics